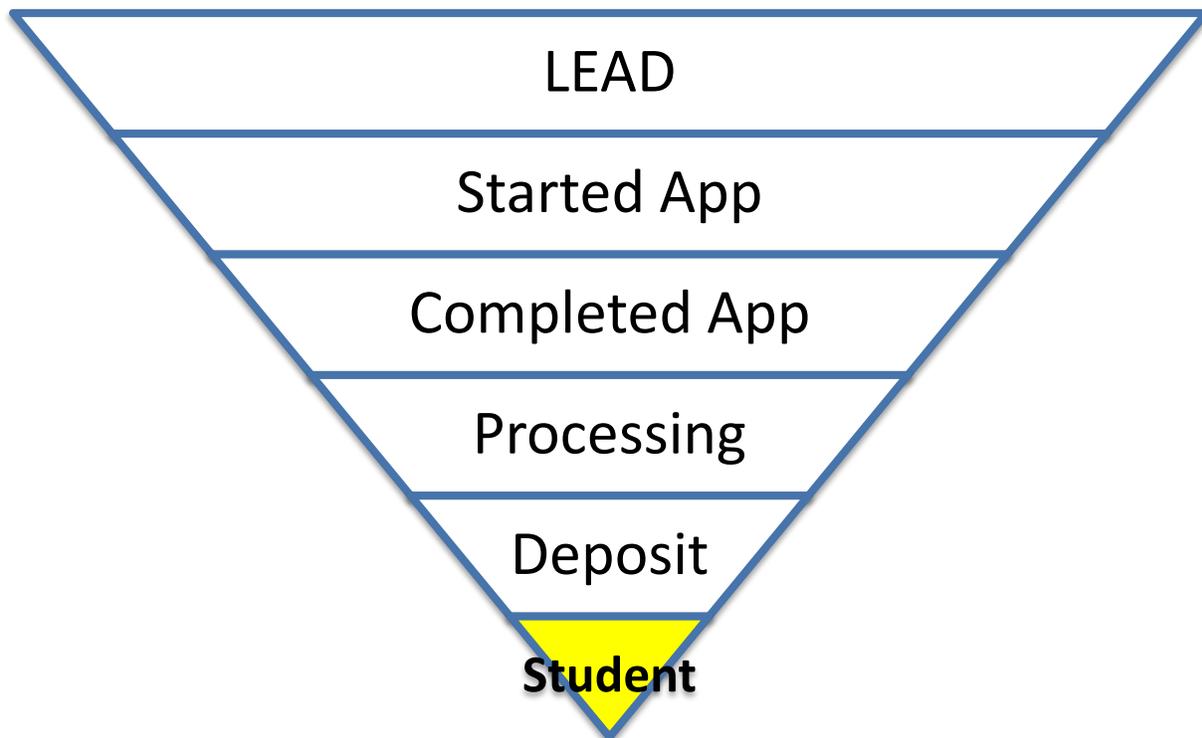


BGU Training Guide

Enrollment Mission Statement: By the grace of God, the Enrollment Team seeks to identify, screen, recruit, and facilitate potential kingdom workers for the harvest field (Matt. 9:35) to train at Bethany Global University (BGU) for ministry, according to the criteria determined by BGU.

Understanding the funnel

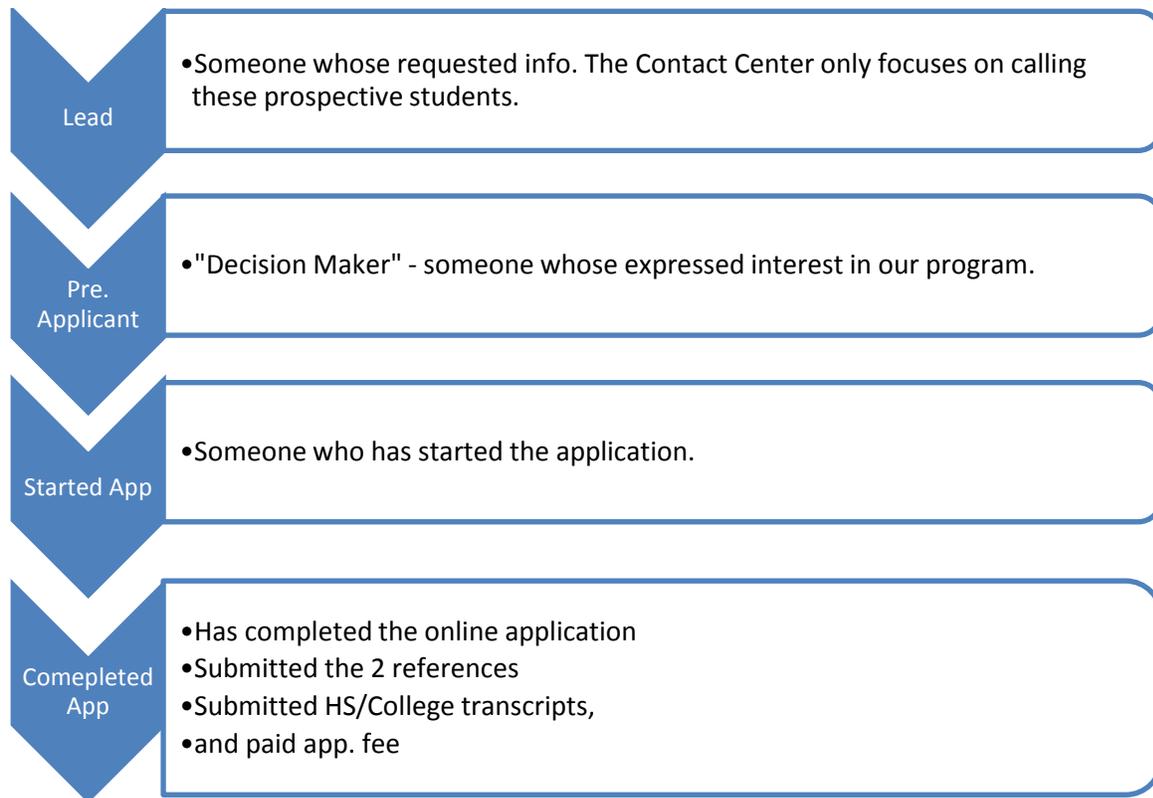


The Enrollment team works together with the Marketing Team to recruit students to BGU. The Enrollment team consists of:

- The Marketing Team – focuses on getting qualified leads (people who request info).
- Recruitment - focuses on getting leads to complete apps.
- Admissions - focuses on processing a completed application.
- Acceptance - focuses on retaining an accepted student and helping them get on campus.

Lead to Completed App Stages

Within the lead to completed app funnel, there are several stages each LEAD goes through for us to ensure that they are qualified leads. Here are the stages:



Types of Callers

 The Hard Worker <ul style="list-style-type: none">• Doesn't give up easily• Self-motivated• Interested in feedback / personal development	 The Lone Wolf <ul style="list-style-type: none">• Follows own instincts• Self-assured• Deliver results but difficult to manager
 The Relationship Builder <ul style="list-style-type: none">• Classic consultative rep• Builds advocates internally• Creates relationships with prospects	 The Challenger <ul style="list-style-type: none">• Different view of the world• Loves to debate / pushes customer• Strong understanding of customer's business
 The Problem Solver <ul style="list-style-type: none">• Highly detail-oriented• Reliable responds to stakeholders• Ensures all problems are solved	 <p>MOST SUCCESSFUL OF ALL PROFILES.</p>

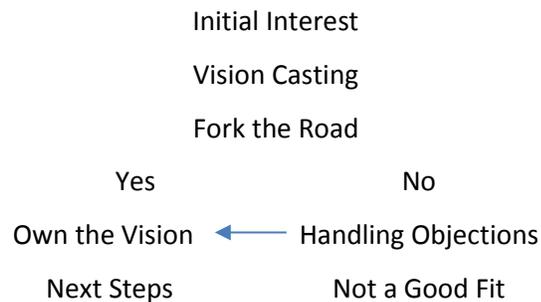
Objectives of a Caller

1. **Your goal is to help prospective students see if our school is a **good fit**.** People will need to be motivated at times, however we don't want to manipulate them.
2. **You **qualify** leads early & often.** A qualified lead is a prospective student who gives you verbal affirmation on their decision to come to our school. Yeses are great, no's are great... maybes will kill you.
3. **You reframe and introduce new mindsets.**

Abilities of Challenger Callers

1. **Teach** customers something new and valuable about how to fulfill their calling.
2. **Tailor** the vision casting to resonate with the decision-makers biggest needs.
3. **Take control** of the discussions around:
 - a. Pricing
 - b. Challenge customers thinking about the problem
 - c. The decision cycle

Quick Overview of the Decision Road Map



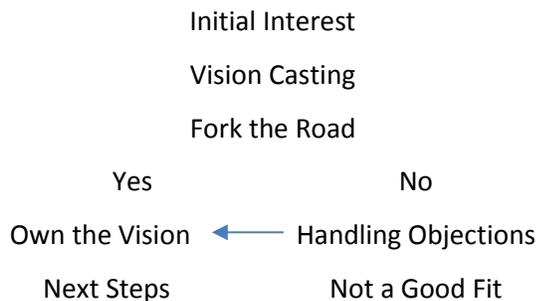
4. **You leverage momentum.** Callers give 2x the amount of time needed to make a decision. When you give too much time momentum is being lost.

Understanding what the Lead Values

Each lead will value different things. There are 5 different values we have to consider when talking to a lead. **Understanding what they value will help you TAILOR how you cast vision.**

1. Return on Investment (ROI) – Focuses on what they get in return.
2. Time – Find out what time issues are important to them.
3. Risk – how can this decision minimize the amount of risk they take.
4. Leverage – Building Value across their life.
5. Brand – This focused on our quality & Image

Deep Dive into Decision Road Map



Step 1: Initial Interest

Quick Overview

There are 3 goals in the initial interest step:

1. Introduce yourself & our ministry
2. Data Gathering*
3. Summarize, Bridge, Pull

The more you know about the person before the call the **more successful** you will be. This is where Infusion Soft is extremely helpful.

Successful leading is a mix of **homework, talent, & attitude**.

The right leading attitude, "I'm contacting you because you showed an initial interest in our college and I believe you have a need. I may be able to solve that need (help you save money / help you solve a big problem). Let's have a conversation to see if there's a mutually beneficial reason for us to start a discussion.

Goal 1: Introduce Yourself

You have **4 – 6 seconds** to make a good impression. You have **30 – 40 sec.** to gain or lose credibility.

Tool: the 30 Second Speech – It has 3 parts.

1. The Introduction (I)
 - a. Your name & your company
2. About us (we)
 - a. Mention 1 thing about our ministry people remember
 - i. “An accredited university where you can get a degree while doing missions.”
3. About them in question format (You)
 - a. "We are getting questions like this..." mention 2 FAQ
 - b. End with a question

Goal #2: Data Gathering - asking great questions is the key to qualifying a lead.

1. What are you looking for in a college?
2. What are some of the motivators for you to look into BGU’s programs?
3. What’s your reason for wanting to be a missionary?
 - a. Insert your reasons for becoming a missionary.
4. What challenges do you think you will face in becoming a missionary?
 - a. Use this information later when vision casting with F/B/V

Goal #3: Next Step

Tool: Summarize, Bridge Pull

Once you’ve data gathered your next step is to summarize the conversation and their needs. Below are the steps to this. We will use this tool every single time we are wrapping up a conversation.

1. Summarize - "Well lead, it sounds like we figured out a lot today. “We discussed how we might be able to help you with....”
2. Bridge – Here you are trying to take the customer with you. **Ask the lead a question about the phone call,** "Do you agree that it's been a good conversation?"

3. Pull – Where you propose the next step of the decision process.
 - Next steps: **Vision Casting or set up a new phone call.** Remember at the beginning of the call you said this conversation should not take too long. You will want to give them an opportunity to end the call. You do this by asking them the following: ***“Since we got a lot covered the next step is to let you know how we can help. I did say earlier I didn’t want to take too much of your time. Do have a few more moments to talk or would you want to set up another time to hear about our school?”***

Step 2: Vision Casting

Now that we've data gathered and SBP (summarize bridge pull) to see if this individual is a good fit, we move on casting vision about our program. **In casting Vision we are teaching for differentiation and tailoring based on the info gathered.**

Quick Overview

1. The Warmer
2. The Reframe
3. Rational Drowning
4. Emotional Impact
5. New Way
6. Our Solution
7. Ask about the Need Pay off Questions

The Warmer: Build credibility and show your prospect you understand their challenges. This serves as an introduction for the pitch.

- Financial Statistics

Reframe: Connect those challenges to a bigger problem or opportunity they hadn't previously considered.

- Short term vs. long term
 - The solo missionary is a flaw.
 - African proverb: If you want to go quick, go alone. If you want to go far, go together.
1. Have you considered how important is to communicate the gospel in a way they would understand it?
 - a. **This question will push them to realize how important language learning and contextualizing the gospel is so important.**
 2. Have you considered what character qualities it would take to be a successful missionary?
 - a. **Flexibility & Adaptability**
 3. Have you considered what tool you will need to be successful?
 - a. Leading people to Christ

- b. Partnership Dev.
- c. Spiritual Disciplines (i.e. Prayer)
- d. A Clear Path

Rational Drowning – Show prospects the numbers behind why they should think differently

Effective pioneer missionaries, those who started a movement (CPM/DMM) with more than 1000 believers and more than 100 churches, consistently had this competence in common (verified by a global study):

Adaptability: Effective Movement Catalysts are able to adjust their behaviors to changing situations and adapt their approaches as situations change.

Effective Communication: Effective Movement Catalysts are able to express themselves articulately and with ease, and to communicate effectively cross-culturally with the people they work with.

Partnership Development: 90% of those who have a clear understanding of raising support and process end up getting on the field.

Leading People to Christ: Only 10 % of people know how to lead people to Christ.

Emotional Impact – Create an emotional connection between the pain in the story you’re telling and the pain they feel every day as they don’t feel adequately prepared.

Talk about your story and the emotions you felt not knowing how to do the above things well.

A New way – It’s time to convince them of the solution. Show them the new way they should be thinking about being a successful missionary this will happen through **Vision Casting**.

Vision Casting is an art and it takes practice. Besides data gathering one of the most essential parts of calling, and any leadership role is vision casting. In vision casting you’re using all the information you’ve gathered and painting a picture of what their future can be. You are inspiring them to see what they could be & have.

There are 3 parts to a vision:

1. Conviction – You have to believe it. You’re not sharing a fake story. You’re sharing your experience and allowing them to be in your shoes. So make sure there is passion as you speak.
2. Clear – Use language that they will understand. We have a lot of acronyms that THEY DON’T KNOW, so try not to use them.

3. Concise – Be short. Remember they do 80% of the talking. Sharing the vision should take about 2 - 3 min.

GROUP ACTIVITY: Role play in creating a picture of their potential future.

Our solution – Finally, demonstrate how your solution is the best one out there, and how it fits with the new way a prospect should be thinking about missions.

- Share with them our F/B/V

Every prospective student is going to wonder, “What’s in it for me (WIIFM)?” There is nothing wrong with this. What you have to do is share the benefits that WILL HELP THEM with the problems that stated in the data gathering questions.

Tool: Feature/Benefit/Value

1. FBV states that for every feature you toss out to the user, you must **have a benefit & a value** for the buyer.
2. Focus on **sharing** FBV’s that pertain to the customer’s needs!

Examples of Feature/Benefit/Value

1. (feature) Our school is the only one in the USA that does a 16 month internship that is (benefit) focused on giving you hands-on-training on doing missions overseas. (value) The beauty is that we will get you on the field impacting locals within 2 years rather than 4 and you will graduate with a degree and experience on the field.
2. (feature) You can graduate with a double major in intercultural studies & bible and theology (benefit) which can help you teach the word and reach the groups you’re called to. (value) You get 2 degrees for the same amount of time you would get 1. This can open up more opportunities for ministry.
3. (feature) With our tuition paid model, all you pay for is Room, board, & fees. (benefit) We do this so that you can go reach those God has placed in your life debt free or with minimal debt versus (value) going somewhere else that will cost you 3x more.

GROUP ACTIVITY: Write down 3 of your own FBV of why you came to BGU.

3. Transition

- After hearing everything we have to offer, do you think you'd want to come to BGU?
 - Fork the Road
 - YES
 - No – Go to handling objections.

Step 3: Forking the Road - Handling Objections

As the conversation goes on, there will be times that the prospective student

- has other obstacles that arise,
- Has not shared their real obstacles, OR
- Not sure what obstacles they have.
- Lack motivation

Goal #1: Dig for the Truth

If this happens: then ask this important question:

- In order for you to make a decision, what information do you need from me?
- What is stopping you from making a decision?
- If we were able to solve “X” would that make you come to BGU?

This should dig up some other issues.

Goal #2: Know the FAQ's

We are always updating the FAQ questions. Make sure you learn these because those tend to answer the most common obstacles.

Goal #3: Repeat step 2

Every time they bring up a new obstacle you should share the FBV and cast some vision based on that FBV.

A side Note: Ask for help from your supervisor

There will be times that you can't seem to handle an obstacle. Ask your supervisor for some advice. Sometimes the prospective student needs someone else to talk to them. Lean on your other callers to help you.

Step 3: Fork the Road - Own the Vision

This step is quick because it is used as a transition to Forking the Road. As a caller you want to make sure that you accomplish these 2 goals:

Goal #1 – Get the student to own the Vision

The first time a student says, “I get it” – the lead is acknowledging they are educated.

The second “I get it” – They’ve actually captured the vision and are committed to doing something about it. They are actually stopping to think how the College is going to save them time, mitigate risk, & make them money.

Goal #2 – Ask them to share the Benefit & Vision

Instead of you pushing, the clients are talking about how the College will solve their problems. To know if they are doing this, ask the following questions:

- After hearing everything you heard, how do you see this school helping you accomplish your goals?
- What part of the school do you find most beneficial and why?

Step 5: Fork the Road

It may take 1 – 5 calls before someone owns the vision. Once they own the vision you must do the following:

Goal #1 – Ask for a decision

Closing a call is obtaining a decision, either yes or no, without delay. Remember maybe's killers. We don't want to waste time with someone who doesn't want to be here.

Goal #2 - Give them options

In every phone call you should be forking the road and having them make a decision such as:

- Talking with someone influential in their life.
- Coming to CPW
- Doing a Campus Visit
- Applying
- Finishing their application – these people will always need constant encouragement and reminder to finish their application.
- Other schooling options – (i.e. LEAD)
 - For example, good shoe salesmen always bring out the one shoe you want and other options. They are not wasting time; they are just trying to increase their odds at getting a sale. **We should increase the leads choice by introducing LEAD into their decision if they are not sure about BGU.**

Goal #3 – Help them build an Action Plan & set dates on it

While a student may say they want to come, in action plan is important. Have the student lay out what things need to get done in order to making a decision. For example:

“Based on what you’ve heard today, let’s assume you were going to this school, being successful in your grades, building community, & getting trained to be a missionary. What decisions would you be making now? What other decisions would you be making knowing you had the right information this school provides you? When do you want to get them done by?”

Additional Introductions

Leaving a Voice Mail

1. Introduction: State your name and 1 feature of our school.
2. Pattern Interrupt: say something like, “The purpose/reason for my call” or “Why I’m calling is...”
3. Two Questions: Ask 2 FAQ that might get them to call back.

Example Voicemail

Hey lead, my name is Ken with Bethany Global University where we train missionaries to get their degree with little to no debt. The reason for my call is because you requested info on BGU. Right now other students like you are asking me questions like, how do I find out what degree is best for my life? Or how do I get on the mission field & be financially sustainable? If these are questions you are looking at please give me a call at ### - ### - ##### & let’s discuss your options.