

## **Step 1 Production Guidelines**

### **Pre-disqualifying & Obstacles**

Representative is not assuming or making decisions on behalf of the Prospect when on calls.

- Pass – Agent pitched education on the call or they ended the call when they needed to
- Fail – The agent ends the call assuming or making a decision on the prospect’s behalf and does not adequately address the situation. Select the appropriate “Fail” dependent on the call.
  - Fail - Already in School – The prospect mentions they are already in school, and the agent does not ask additional questions to determine if the prospect qualifies for our service. Agent assumes they do not qualify and ends the call.
  - Fail – Language Barrier – The agent ends the call and dispositions as a language barrier assuming the prospect does not speak English even though the prospect is able to carry on a conversation with the agent and seems to be able to communicate adequately in English.
  - Fail – Prospect mentions they are looking for employment. Agent does not ask any additional questions or make any attempt to motivate the prospect or inspire the prospect to pursue a long-term career.
  - Unknown Reasons – The agent ends the call and there is no indication that the prospect is not interested or does not qualify for our service.

### **Representative is answering all calls within 3 seconds.**

- Pass – Agent answered within the first 3 seconds of the call.
- Fail – Agent did not answer within the first 3 seconds of call and they had the opportunity to do so. Select the appropriate “Fail” dependent on how long it took the agent to answer
  - Fail 4 – 6 seconds
  - Fail 7 – 10 seconds
  - Fail > 10 seconds
  - NA – The agent was unable to answer the call within the first 3 seconds (Example: technical issues.)

### **Tone / Customer Service**

Representative is energetic and speaking professionally on all phone calls.

- Pass - The agent was polite and professional. The agent spoke with energy. The agent sounded happy to be speaking with prospect. The agent spoke with inflection. The agent did not sound monotone or robotic. The agent should sound genuinely interested in call.
- Fail – The agent did not maintain energy level throughout the entire call. At times the agent sounded monotone or robotic. Agent did not sound genuinely interested. Take into consideration if it seems like the agent is having technical issues that may have momentarily affected their tone then consider marking as Pass.
- NA – This point should never be answered NA.

### **Did the agent appropriately establish long-term career goal/interest in education?**

- Pass – The agent followed appropriate steps to obtain a long-term career goal
- Fail – If the agent exhibited any of the following behaviors:
  - Did not establish long-term career goal.
  - The agent tried to push or sell the prospect on a program of interest.
  - The agent provided misleading information regarding the program? (Example: "it's the exact program..." or "it's a class/certification" )

### **Unnecessary Script Additions/Call Flow Concerns**

- Pass – The agent followed the script, had good call flow, and stayed on task.
- Fail – The agent seemed lost at times, there are technology concerns, or the agent did not follow the script and it impacted the call. Examples: offering jobs and asking if it's okay to send.
- Fail – The agent provides job details.
- NA – This point should never be answered NA.

### **Genuine conversation skills - responding to queues**

- Pass – Immediate empathy, "head nods," said encouraging statements, paraphrasing.
- Fail – The agent did none of the above even when there was an opportunity. Did not consistently display these skills throughout the call.
- NA – There were no opportunities for the agent to display these skills.

### **Extended periods of silence**

- Pass – There was no awkward silence on the call.
- Fail – There was awkward silence where the prospect is not informed of what is going on. Example: Prospect asks "hello?"
- NA – This point should never be answered NA.

### **Call Disposition**

Check the disposition the agent used to code the call. If agent dispositions the call provide feedback on how the call should be dispositioned.

- NI – AE: Not Interested, Already Enrolled
- NI – CN: Not Interested, Currently Not Interested
- NI – EM: Not Interested, Looking for Employment
- NI – FR: Not Interested, Financial Reasons
- NI – LB: Not Interested, Language Barrier
- NI – Other
- Transfer
- PD: Prospect Dropped