

The AI Woods

“How To Become A
College Recruiter”

Intensive

College Recruiter
Axel Hernandez

Prospecting for new leads:

Student athletes and their parents are all potential leads. Your job as a college recruiter is to be everywhere student athletes are. You want to be at all the ball games or the sports you are working with closely.

- A. Be seen at all games.
- B. Be seen at club events.
- C. Be seen at tournaments.
- D. Find out where players will be and be there.

Getting leads:

Approach student athletes and get their contact information. Make sure you get their first and last name, home phone number or their cell phone number. Make sure you also get their parent's last name and contact information.

In prospecting, your goal is to get as many new leads on high school student athletes as possible.

It will be easy to identify who the student athletes are so make sure you get as much information and as many leads as you can.

Remember, more is always better when it comes to prospecting for new leads on student athletes.

You don't want to settle for 5 to 10 leads. A great number of leads to acquire would be 30 or more per month.

Lead generation tip:

Every student athlete has a teammate that they are close with. This can be an opportunity to get their contact information as well.

The parents:

The parents of student athletes will always have a level of skepticism when it comes to anything dealing with their student athlete.

The parent may see you talking to their child at a ball game and they, of course, will be curious to find out who you are.

It's critical for all college recruiters to make a good impression even if that first encounter with a parent is only a few seconds. Those few seconds could mean everything in gaining a parent's trust.

At ball games or other meeting places where student athletes are, you may have conversations with parents. You want to maintain professionalism, have the look of a college recruiting professional and in the words you speak when talking with the parents.

This could be a time where you, as a recruiter in your first encounter with a parent, could set up a face to face appointment/meeting in their home.

You don't want to give a parent too much information in your first face to face meeting if the meeting place is after a game.

You want to meet with a parent and the student athlete at their home.

Why?

The home is where you will have their undivided attention and this is a great opportunity to present your presentation in front of everyone.

What is your opening statement to a parent?

Your opening statement is basically where you explain what your college recruiting services are all about.

You'll highlight the benefits of the recruiting service mentioning all the things you can do.

Make sure you're very clear in your presentation so that it's easy for parents and student athletes to understand what you're saying.

Prior to your meeting with a parent and student athlete, think about what you're going to say.

You may want to write down 3 to 5 opening statements about your recruiting service:

1. Think about what you're going to say to a parent.
2. Think about the questions you want ask a parent.
 - a. You may want to write down 5 to 10 questions to ask a parent.

The goal here is to keep getting yeses from the parents. The goal here is to get parents to agree with what you're saying.

As a college recruiter, it's important to know when you ask questions of parents that means you are in control of the conversation.

Listen carefully to the answer you will receive from them because this will give you the ammunition to ask more questions, to get more yeses from them so they can continue to agree with what you're saying.

Remember, when you're having a face to face meeting with a parent in their home it's suppose to be a friendly, comfortable environment.

1. Smile when shaking their hand.
2. Make your presentation conversational.
3. Always make them feel at ease and comfortable.
4. Continue to ask questions.

5. Questions gets you valuable information.
6. Continue to get yeses out of them.
7. Continue to get them to agree with what you're saying.

The objection:

Up until now, the entire process has been relatively easy. It's easy to get names and phone numbers of student athletes and parents.

It's not a real challenge to set up a meeting at the home of the student athlete with their parents.

Everyone who plays a sport will want to talk with you to hear what you have to say, nothing hard about that.

The hard part and the most challenging part of being a college recruiter is getting the sale.

What is your closing question?

Your closing question is basically a question where you get them to agree to sign up for your services.

Yes, that's right. They are writing you a check today!!!!

Example one: Mr. Jones, what can we do today to get you signed up for our recruiting service?

Example two: Mr. Jones, with all that being said let's go ahead and move forward with signing you up for our recruiting service!

In these examples, remember when asking a closing question be very clear so that they will understand every word you're saying and, most critically, do not say another word after you've asked the closing question.

Ask the closing question and wait patiently for their answer!!!

Their objection to your question could be:

Thank you, but we're not interested.

Thank you, we will think it over.

No, we're not interested.

This is where many college recruiters struggle because they do not know what to do next and because of that, many of the inexperienced recruiters will just get up and walk away.

What you want to do is answer their objections.

1. Mr. Jones: Thank you, but we're not interested.

You: Mr. Jones, what exactly is it that you're not interested in?

a. What you're doing here is putting the objection back on them. In most cases, they're looking for more information.

Maybe you did not explain your recruiting service thoroughly to them. From a parent, it could be that they have some questions but were afraid to ask and your job is to find out those questions.

Your job as a college recruiter and a trained professional is to answer the objection then come right back again and close the sale.

2. Mr. Jones: Thank you and we will think it over.

You: Mr. Jones, what exactly is it that you want to think over?

a. Remember, you're putting the objection back on them. In most cases, parents want more information or they may want you to explain it again.

Maybe you did not ask enough questions and maybe it was too much information too soon too fast.

Answer the objection and close the sale.

Key point 1: When asking a closing question make sure that the question cannot be answered by a yes

or a no.

Key point 2: Continue to answer all of their objections. Continue to uncover their objections by asking questions that will give you valuable information and go back into the sale and close it.

Key point 3: Remember, the sale is never lost. You may have given your best effort and you're walking out of their home without a check but remember, no just means no today. Continue to follow-up with parents because sometimes they will change their minds.

You are a true champion!