

The Al Woods

“How To Become A
College Recruiter”

Intensive

College Recruiter
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The First Phone Call

Your sales presentation may take place face to face or over the phone. The challenging aspect of it is getting your nerve up to make that first phone call or do the face to face presentation.

Many sales professionals are experts at giving presentations but this is your time to perform. It is just like a professional athlete; they practice for months preparing for their season.

Then there is practice in preparation for the game. Practice is always 10 times harder than the actual game.

Your practice in preparation as a college recruiter should be hard. When it comes time to deliver your presentation that should be the easy part.

1. Practice your presentation every day prior to making your first phone call or face to face presentation.
2. Write down and review the types of questions you want to ask parents and student athletes during your presentation.
3. Practice and rehearse your sales closing question. Think of more than one sales closing question.
4. Write down your entire presentation from the beginning to the closing question and practice it every day either face to face with someone, by recording it, or in the mirror.

The Follow-Up

After your first presentation with a parent, you want to send them a follow-up e-mail with the information that you went over in your first presentation with them.

Keep in mind that in many presentations, most parents may only hear half of what you said; therefore it's important to refresh their memory on what your recruiting service is all about.

1. Following-up by e-mail is quick and easy.
2. You could follow-up with an audio presentation. Audio is great because they can hear your voice as you review the key points of the presentation.
3. Video is very powerful because they can see and hear you.
4. A short eBook presentation can give parents additional key information.
5. Keep it simple. You don't want to overwhelm parents with too much information because they will never review it. Keep the information as key bullet points so that it's quick and easy for them to review.

The Second Phone Call

The second phone call is always the most challenging. Parents heard your first presentation and they know the costs that are associated with the recruiting service.

Getting the parent on the phone for a second presentation or a second face to face meeting will be very hard.

Parents are sometimes strange when it comes to the college recruiting process. They could love every word you said in the first presentation. You could walk away from the presentation feeling really good about your chances of closing the sale, but never believe anything until you have been paid.

The second phone call is never an easy phone call.

Why?

1. Some parents can't afford your recruiting service so they may not take your second phone call or meet with you for a second face to face meeting.
2. They're not interested, but cannot say the actual words so they hope that you go away. Many parents cannot say no because they think it could hurt their student athlete's chances.
3. Because of caller ID, parents will see your phone number and not answer the phone. Leave a message and always be professional, always.
4. Keep in mind, you've already given your presentation and you've probably given a great, great presentation. Now parents know everything, to a certain degree, about your recruiting service and the costs. Your second presentation has to be just as strong as or stronger than the first presentation.
5. Always be closing in any presentation you give.

The Second Follow-Up

Follow-up again by e-mail and voicemail by using all the strategies that you've learned.

Many parents cannot say no. It's important to keep after them with more presentations and more questions to uncover hidden objections or reasons for their delay.

1. Always have several presentations rehearsed and ready to go. You will need several different presentations.
2. Have a strong list of questions. These questions will uncover new and critical information that will lead you towards the close.
3. Always be prepared for a presentation.

Keep Following-Up

Never let the parents off the hook. If they agreed to a first phone call or face to face meeting then clearly there is a strong need for your help.

Remember, parents know deep down that they need recruiting service help and assistance. It is your job to remind parents that they need your help and without your help there is a strong possibility that their student athlete will not go to college.

Keep it going, never stop

1. Keep following-up with parents even if it takes you ten phone calls to get the sale.
2. Keep following-up with all the tools and strategies you've learned.

3. Oftentimes, parents are looking for a free alternative. If they can get the recruiting process done for free, then that is the option parents are holding out for. Free is not going to get the job done for them. Most parents are looking to see what the high school coach can get them for free.

4. Many parents are going to hold out for weeks, if not months, to see what they can get on their own without anyone's help.

Parents Will Lie

We already know what the college recruiting process is all about; it's basically helping student athletes go from high school to college. We also know that part of the process is educating parents on recruiting. Parents only see money! Parents will only hear that it cost money.

Because money is a huge part of being a college recruiter some parents will lie to you. Some parents will lie because they don't care what they say to you.

Even though parents may lie, as a college recruiter you should maintain professionalism and never tell a lie.

1. Parents will lie because that's who they are.

2. Many parents will tell you lies just to piss you off in the hopes that you go away.

3. After several presentations parents will tell you that their student athlete is now being heavily recruited, that's a lie.

4. Parents will tell you they got a letter in the mail today from a college coach, that's a lie.

5. Parents will tell you that the high school coach is now taking full responsibility and will assist them with recruiting, that's a lie.

6. Parents will tell you that they have a new plan for recruiting, that's a lie.

7. Parents will lie to get you to go away.
8. Parents will lie because they don't respect you.
9. Parents will lie because it's easy to do.
10. Parents will lie because they just don't care.

The Letter

A letter to a student athlete from a college program is an important component in the overall recruiting process. The letter is supposed to signify the fact that a college program is aware of that student athlete and has interests. The letter does not come with a scholarship offer.

The letter is also mailed to hundreds of student athletes and, in most cases, it is the same exact letter sent out to hundreds of student athletes.

If the letter is a handwritten note to a student athlete then there is a serious interests from a college coach. If the letter is typed then chances are it is just a form letter.

Be careful of the letter because it could destroy your chances of closing the sale.

As a college recruiter, what are you going to do if a parent tells you they received a letter?

The Letter Dilemma

1. Question the accuracy of the letter.
2. Ask the parents what kind of letter is it: Is it typed or handwritten?
3. Let the parents know that a letter from a college coach has some value, but in reality it has very little value.

4. Just because the student athlete received a letter from a college coach does not mean you should stop trying to close the sale.

5. The parents may want to hold off on further discussions with you because of the letter. You cannot let the parents off the hook. Keep following-up with them with phone calls and emails and all the tools necessary.

6. Parents will tell you a lie about the letter just to get you to go away.

Questions Are The Gold Mines To Success

Ask questions of parents, this keeps the parents talking and that's what you want them to do. You want to make the parents feel comfortable and to make this entire process feel like it's a conversation.

By asking questions that the parents can answer with a yes, you are leading them towards the closing question.

As a college recruiter, there may come a time where you get stuck in your presentation or you're trying to think of something to say. Your best defense in this situation is to quickly ask them a question.

As a college recruiter, it's important to have an endless supply of questions. Questions are your ammunition to keep parents talking and to make them feel comfortable.

What Does Your Presentation Look Like?

Your presentation to a parent should never be taken lightly. What does your presentation look like?

Write your presentation down word for word on notebook paper or legal pad. Practice your presentation over and over again.

1. Put your presentation in writing.
2. Write down all the questions you are going to ask.
3. Think of more than one closing question.
4. Practice your presentation every day.

The more you learn the more you earn.