



Strategies for
Securing
More Adult
Learner
Enrollments:

Building Rapport

With

MikeBilden

www.linkedin.com/in/michaelbilden | www.mikebilden.com



Welcome! I'm happy you're here!

I am the Director of Marketing for Minnesota State University, Mankato ONLINE in Edina, Minnesota. My background in higher education spans 20+ years in the areas of recruitment, marketing, admissions, and administration. I have worked with public 4-year institutions, private institutions, community colleges and higher education marketing and recruitment organizations.

I'm found at the info below – let's connect!

www.linkedin.com/in/michaelbilden | www.mikebilden.com

As we get started, here are some words that make us **FEEL GOOD** when someone says things like this to us. Let's say these!

✓ **Congratulations...!**

E.g., How many times do you hear someone say, "Congratulations on taking the next step, or "Congratulations on making this decision" or "Congratulations" for anything at all?

✓ **Thank you...**

✓ **I'm happy that you...**

✓ **You are doing great...!**

✓ **You are very good at...!**

✓ **I can help you with that...**

✓ **Let's fix that so that you can...**

✓ **I'm here to help you through this...**

✓ **Notes:** _____

Building Rapport: **Email**

Always start with, "Thank you for your email."

- "I'm happy you reached out to us regarding..."
- "You mention that you work at...So have many of our students in this program!"
- "You indicate that you need to start quickly...I am your getting started quickly solution."

Notes:

Building Rapport: **Phone**

"Congratulations!"

"Thank you for calling!"

"I'm glad you called!"

"You're almost complete!"

"You have a great start!"

"That's fantastic that you..."

Notes:
