

AC

Around the world
China

Good advice from
Jaime Rotlewicz

The Sales Pitch
ABC of
telemarketing

Mirror, mirror
Money loves me

PLUS: Words from AIU • Motivation • Rosetta Stone
• DOs and DON'Ts • Working at home • Global Village

MAGAZINE FOR ADMISSIONS COUNSELORS
ATLANTIC INTERNATIONAL UNIVERSITY
03 • DECEMBER 2013

Yunnuen, China.
Image: www.berea.edu



MOTIVATION

1. Task Identity. If you're feeling like you've been spinning your wheels, try this: At the end of each day or week, make a "Got Done" list (the opposite of the to-do list!), where you outline all of the tasks you've completed.

2. Task Significance. The work you're doing makes a difference in some way, so remember to recognize the impact you're making on your prospects, company, or the world.

3. Skill Variety. Try to structure your days so that you're working on different tasks (and thus, making use of different skills) throughout the day. Everytime you stimulate different parts of the brain, your motivation will be recharged.

4. Feedback. The right feedback can help you hone your skills even further, or see the difference that your work is making. On the contrary, if you don't know how you're performing, it's easy to lose steam.

5. Autonomy. This doesn't mean that you always get to do what you want –it just means you get a domain of choice about how you're doing things.

There are plenty of places where you can ask your boss for more autonomy.

From a text published by Erica Dhawan.

A WORD FROM AIU

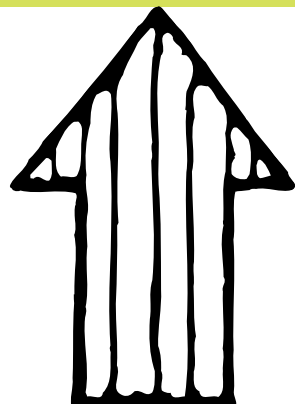
Standing Ovation!

Atlantic International University wants to recognize your good work. As an Admissions Counselor you have done an excellent job and it is time to let everyone know. Congratulations!

Your name does not appear here? Are you on a lower level than you thought? Commit yourself to improve your position in the next list. We know you can do it.

Counselors with more enrollments in a single week

10+	
Amalia Aldrett	18
Jaime Rotlewicz	15
Priscilla Carrillo	12
Alba Ochoa	10



6 - 9	
Esther Fernández	9
Verónica Amuz	8
María Benavides	8
José Neuhaus	8
Anel Santiago	8
Sandy Cortés	8
Sandra García	7
Gabby Befeler	7
Graciela Oscoy	7
Fabiola Romero	6
Junko Shimizu	6
Pablo Garrido	6
Charles Davis	6
Rina Lehnhoff	6
Gordon Esses	6

4 - 5	
Maribel Moreno	5
Liliana Peñaranda	5
Andre Nunes	5
Walther Zárate	5
Ariadna Romero	5
Kendria Tangjian	5
Jennifer Melendez	5
Roberto Aldrett	5
Viridiana Carreño	5
Perla Sánchez	5
Laura Castro	5
Keren Feliciano	5
Luisa Villar	4
Catherine Gutarra	4
Zuri Bender	4
Edison Cruz	4
Leslie Garrido	4
Jenis García	4
Renato Cifuentes	4

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MUST KNOW

Rosetta Stone

All AIU students can choose one language to learn or further enhance as part of their program. They will be able to earn credits and, with progress, earn a Diploma.

Modalities

Students can select from 24 languages to learn from during their program and will be able to do so through: Pronunciation Exercises, Games and Activities, A Progress Summary, Advance in sequence or jump to any level or lesson.

Access will be provided at the end of the 3rd month post enrollment.

Requirements

- Be academically active
- Complete 50% of the credits and be financially active from the beginning up to this time

Available Languages

- Arabic • Chinese • Dari • Dutch • English (American) • English (British) • Filipino • French • German • Greek • Hebrew • Hindi • Indonesian • Irish • Italian • Japanese • Korean • Latin • Pashto • Persian (Farsi) • Polish • Portuguese (Brazil) • Russian • Spanish (Latin America) • Spanish (Spain) • Swahili • Swedish • Turkish • Urdu • Vietnamese

Learn more:

www.aiu.edu/pressroomnew.asp?ItemID=656&rcid=73&pcid=63&cid=73

MAILBOX

Share your ideas and opinions!
roberto@aiu.edu

EXPERIENCE

Sometimes you may hear from many prospects that they want to delay their registration to a near future. Perhaps they do it because they think in traditional calendars, maybe they are afraid or maybe they just say this trying to avoid the immediate registration payment. If you're facing these scenarios...

DO

- Let the prospect know that immediate registration is the door to achieve that greater goal they are looking for, personal and professional.
- If they pay immediately, the chance of being considered for a scholarship are much higher now than in the future.
- Prospects can pay registration immediately, and start their studies later. Meanwhile, tell the student to complete Phase I of the program related to evaluation.
- If the prospect persists in delaying registration you can confront he/she and find out the real reason for this. Then you will need to use your criteria to give confidence and show the benefits of registering in your expected timing.

DO NOT

Let the prospect go without letting him or her know of all the resources above.

GOOD ADVICE



Jaime Rotlewicz
Dean of Admissions

I was born in Bogotá, Colombia, 52 years ago. I have been working at AIU for more than 6 years, I came here looking for a change in my life after more than 20 years working as Director of Technology in a private school.

Which are the main characteristics you see in a successful AC?

Good admissions counselors must believe in themselves. The first objective is counseling their prospect, not selling the school. In other words, imagine that the person on the other side of the line is a very expensive crystal that must be handled with care. Successful ACs picture their desires and then go for them. I believe talking is more effective than emailing so it is more important to speak with the prospects before writing to them; people make a greater connection through their voice. Always ask and listen, don't tell stories, don't sell, the hot prospect is looking for education to reach a dream that they want to achieve and you should be there to guide them.

Do you have your own recipe for enrolling a prospect?

I do not. I believe the most important step is the initial conversation, add at least 5 prospects every day and program enrollments every day of the week.

How would you describe this year at AIU?

We had an amazing year! Some of our AC's reach impressive numbers every single week, and in general we did fantastic. You saw the results in our last commencement ceremony with more than 150 graduating students from more than 50 countries.

Which are the main achievements of the year?

We are growing as an educational institution with a wonderful vision and mission. Our Andragogic system make us unique as a University. We are very proud to have alumni as Presidents, Diplomats, Directors of Banks, Lecturers from Universities, Headmasters from Universities, Colleges and Schools; we have reached 150 students in a week.

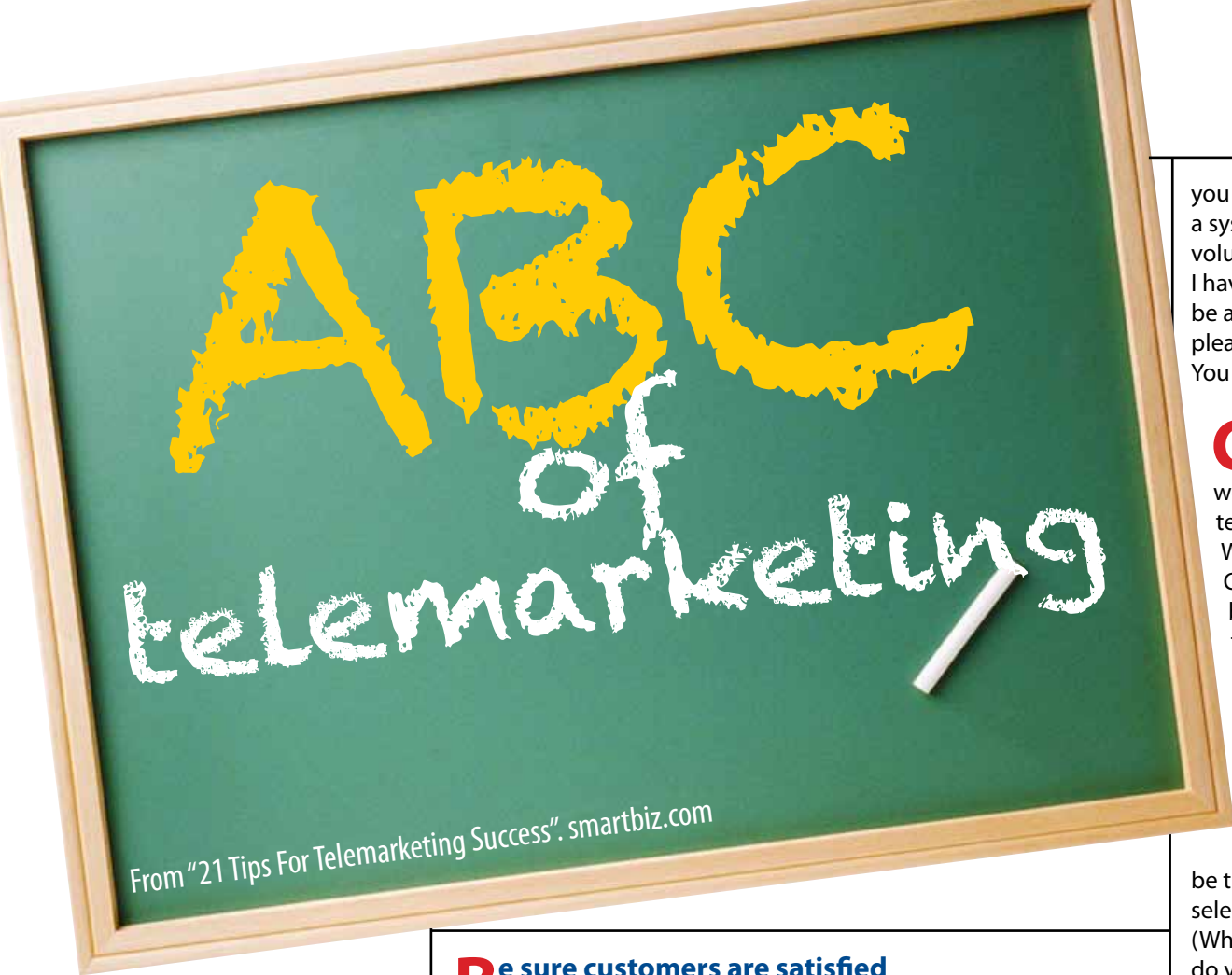
What can we expect for next year?

Our expectations for 2014 are very high. We want to enroll 250 students per week. We are working in increasing each team and that way reaching more prospective students. We are working in a new telephone system that will help us reach more people faster and better. We are working to get better in many areas to be the best AIU.

Do you want to send a message to all the ACs?

I want to thank all the counselors that help their students enroll and graduate for all their efforts. I also want to remind them that our main goal is to see our students graduate. A happy prospect, becomes a happy student, a happy student becomes a happy alumni. Be safe, enjoy the holidays! Recharge your batteries and get ready to begin an exciting, amazing and awesome 2014!

A happy prospect becomes a happy student



you do find yourself looking for a system that will handle the volume you'll likely encounter, I have something that would be appropriate at that time. So please keep my card on file. You know I'll take care of you."

California style

I had the opportunity to work with a great group of telephone professionals at Windsor Vineyards (Sonoma County, CA) who sell wine by phone. Here are just a few of the effective techniques I heard used.

"You will be absolutely delighted when you receive this wine..." (Reinforces their decision to buy.)

"When you're serving this to your guests, you'll be thanking me..." (Ditto.) "This selection is like liquid velvet..." (What an image!) "How much do you think you could use... just off the top of your head?" (A non-adversarial commitment question.)

Delay the answer

Sometimes it's in your interest to delay answering a question until you have more information. Say, "May I answer that later? I'll need more information to give you the most accurate answer." Then ask them to write it down so you're sure to cover it later.

Experiment and learn from it

Your calls are your own personal laboratory. Test out new ideas and techniques. Just like the handyman in a workshop, tinker, revamp, test out new tools. It's motivating, and you can yield profitable break-throughs.

First name only, or first and last?

A question I often get is, "Should you use your first and last names on calls, or is a first name sufficient?" Here are some general guidelines.

When prospecting, or calling people who won't instantly recognize you, use both first and last names. This builds your credibility and professionalism, and eases any skepticism. Decision makers have told me when they get calls from people using only a first name –and they don't know the caller– their image is of people who typically use only first names, i.e. service repair people, delivery drivers, and so on.

Another benefit of using first and last name is that it eliminates the inevitable question, "And your last name is...?" On calls where there's an existing relationship, last names aren't necessary. You be the judge of how strong the familiarity is.

Are you smart enough to get this?

Don't ask someone, "Do you understand?" or "Are you following me?" These questions belittle the person and insult his intelligence. The burden should always be on the questioner to make himself understood. Therefore, take the "you" out of it. Say instead, "Did I explain that clearly enough?" or "Did I go into enough detail on that?"

Be sure customers are satisfied

Dissatisfaction is the difference between customer expectations and results. The wider the gap, the greater the displeasure. It's your job to understand what results your customer expects, and then ensure that you can deliver before you sell them. It's better to turn down a sale rather than have it degenerate into a costly nightmare later. You won't always have a perfect fit with what someone needs. Letting them know, and even referring them elsewhere, still accomplishes what should be your ultimate objective: helping the prospect/customer get what they want and need. It shines a spotlight on your credibility, and these situations have an uncanny way of mysteriously reappearing... perhaps when the prospect does have something you can help them with. Don't leave it to chance though. Plant a seed. After referring them, say, "Dan, keep us in mind when your department does grow, and if

China



Geography. China's landscape is vast and diverse, ranging from forest steppes and the Gobi and Taklamakan deserts in the arid north to subtropical forests in the wetter south. The Himalaya, Karakoram, Pamir and Tian Shan mountain ranges separate China from South and Central Asia. The Yangtze and Yellow Rivers, the third- and sixth-longest in the world, run from the Tibetan Plateau to the densely populated eastern seaboard. China's coastline along the Pacific Ocean is bounded by the Bohai, Yellow, East and South China Seas.

China is one of 17 megadiverse countries, lying in two of the world's major ecozones: the Palearctic and the Indomalaya.



Social aspect. The People's Republic of China is one of the world's few remaining socialist states espousing communism. China officially recognizes 56 distinct ethnic groups, the largest of which are the Han Chinese, who constitute about 91.51% of the total population, and outnumber other ethnic groups except Tibet and Xinjiang. Ethnic minorities account for about 8.49% of the population of China, according to the 2010 census.

People's Republic of China

Capital: Beijing

Largest city: Shanghai

Location: East Asia

Extension: 3,747,879 sq mi

Population (2012 estimate):

1,353,821,000 inhabitants

Official language: Std. Chinese

Currency: Renminbi (yuan) (¥)

Religion: Confucianism, Buddhism and Taoism,

Climate: Tropical, Mid-Temperate and Subtropical Zones

Political Division: 22 provinces, 5 autonomous regions, 4 direct-controlled municipalities and 2 mostly self-governing special administrative regions (Hong Kong and Macau).

Government: Single-party socialist state

Brief History. The ancient Chinese civilization flourished in the fertile basin of the Yellow River in the North China Plain. China's political system was based on hereditary monarchies, known as dynasties. Since 221 BCE, the country has expanded, fractured and been reformed numerous times. The last dynasty disappeared in 1911. After the defeat of the Empire of Japan in World War II, the Communist Party defeated the nationalist Kuomintang in mainland China and established the People's Republic of China in Beijing on 1 October 1949, while the Kuomintang relocated the ROC government to its present capital of Taipei.



Shanghai by night.



Terracota Army.

Culture. The languages most spoken in China belong to the Sino-Tibetan language family. There are also several major linguistic groups and the most spoken varieties are Mandarin, Wu, Yue, Min, Xiang, Gan, and Hakka.

Since ancient times, Chinese culture has been heavily influenced by Confucianism and conservative philosophies.

Today, the Chinese government has accepted numerous elements of traditional Chinese culture as being integral to Chinese society. With the rise of Chinese nationalism and the end of the Cultural Revolution, various forms of traditional Chinese art, literature, music, film, fashion and architecture have seen a vigorous revival, and folk and variety art in particular have sparked interest nationally and even worldwide.



Sports. China has one of the oldest sporting cultures in the world. Physical fitness is emphasized, with morning exercises such as qigong and t'ai chi ch'uan. Traditional sports (dragon boat racing, Mongolian-style wrestling and horse racing) are also popular. China has participated in the Olympic Games since 1932, and hosted the 2008 Summer Olympics in Beijing, where its athletes received 51 gold medals.

Health. The Ministry of Health, together with its counterparts in the provincial health bureaux, oversees the health needs of the Chinese population. An emphasis on public health and preventive medicine has characterized Chinese health policy since the early 1950s. At that time, the Communist Party started the Patriotic Health Campaign, which was aimed at improving sanitation and hygiene, as well as treating and preventing several diseases.

Education. Beijing's Tsinghua University is widely considered one of the best universities in China.

In February 2006, the government pledged to provide completely free nine-year education, including textbooks and fees. In 2009, students from Shanghai achieved the world's best results in mathematics, science and literacy, as tested by the Programme for International Student Assessment (PISA), a worldwide evaluation.



PROSPECTS FROM CHINA

• When you receive a prospect from China he or she is more likely to be an international person working in that country, mostly because Chinese people receive free education. But this is not a disadvantage. On the contrary. Many prospects living in China have problems with the language, even though they have the time and the resources to study.

• Prospects usually work at an international corporation and want international validation.

AIU in Chinese: www.aiu.edu/aiu/chinese/index.html

Calling code: +86

Time zone: China Standard Time (UTC+8)

Economy. Since the introduction of economic reforms in 1978, China has become the world's fastest-growing major economy. As of 2013, it is the world's second-largest economy by both nominal total GDP and purchasing power parity (PPP), and is also the world's largest exporter and importer of goods. The PRC has been a United Nations member since 1971. China is also a member of numerous formal and informal multilateral organizations. China is a regional power within Asia and has been characterized as a potential superpower by a number of academics, military analysts, and public policy and economics analysts.

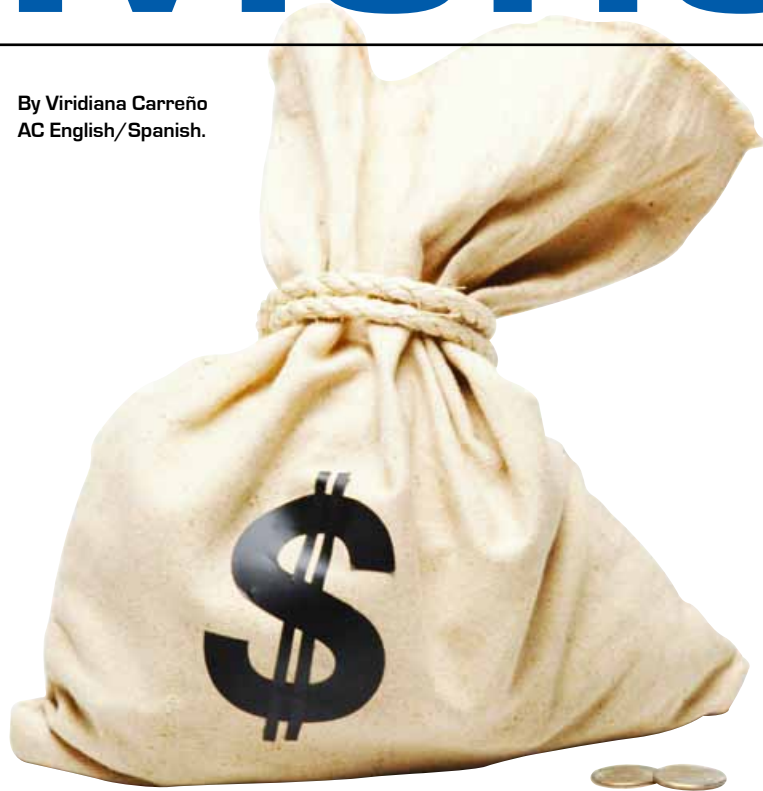
China is now the third-most-visited country in the world.

PUBLIC HOLIDAYS

DATE	HOLIDAY	DAYS	2014	2015
January 1	New Year's Day	1 day	Jan. 1 - 3	Jan. 1 - 3
Lunation	Spring Festival	3 days	Jan. 31 (01/30-02/05 off)	Feb. 19 (02/18 -24 off)
April 4 or 5	Qingming	1 day	Apr. 5 (04/04-06 off)	Apr. 5 (04/04-06 off)
May 1	May Day	1 day	May 1 - 3	May 1 - 3
5th of 5th lunar month	Dragon Boat	1 day	Jun. 2 (05/31-06/22 off)	Jun. 20 (06/20-22 off)
Lunar Calendar	Mid-Autumn Day	1 day	Sep. 8 (09/06-08 off)	Sep. 27 (09/26-28 off)
October 1	National Day	3 days	Oct. 1 - 7	Oct. 1 - 7

Money me

By Viridiana Carreño
AC English/Spanish.



I worked at AIU before, mainly in the administrative and academic sides but never as an AC. I used to see the ACs, and sometimes even ask them about their performance but I never even tried to be in their shoes. I used to think it was something I could not do. But one day I was ready to believe in myself enough to do my best and be an AC and I am happy I took that decision.

I like to help people get honest with themselves. When a prospect gets real about what is his or her passion and why it is so, it is a priceless feeling because it is like they believe all over again in what they are meant to do. This might not happen often, but when it does, it is priceless.

Money loves Viri

I came up with this motivational idea because I saw it in a “law of attraction” affirmation. I use affirmations, neuro-linguistic programming and I study the Universal Laws and their connection with our reality to heal previous programming that made me think I was “shy” and many other lies that I used to believe and I am sure I still have a long way to go.

The main Idea behind “Money Loves me” is to break through the greatest lie that “Money is the root of all evil”. Growing up in Mexico city, with clear social differentiation and discrimination from both sides (the poor and the rich), at points you learn that you are either rich and heartless or poor but honest.

I think that this affirmation, if applied and worked and if we are able to replace it instead of our “current story” about

money, it can change our relationship with money. It is like when you are in love –if you don’t think that you deserve your loved one, and believe you are not worthy of him or her, you will most likely chase them away.

A good relationship with money is a consequence of a good relationship with yourself and the abundance that is around you. “Lack” is a state of mind, and a state of fear while abundance is a state of trust, and money is a consequence of abundance.

People may reject success due to a bad relationship with money. But more than a bad relationship with money, is a combination of fear of failure, and of losing “it” (money, success) once achieved, a sort of paranoia. And again it is all about the stories that we were told, and the stories that we are telling ourselves every single day.

Have a clear motivation

Besides wanting to live comfortable, I am working towards being an agent of change and help people heal from within to manifest their most inspired dreams, living healthy and in harmony with their surrounding. It is a plan that requires a lot of study and planning, but being an AC has given me the opportunity to keep inspired.

I would recommend my colleagues to be grateful every single day –gratitude is the greatest magnet of abundance. To be honest with themselves. To pay attention on the abundance and not in the lack. For what you pay attention to, it grows. If you pay attention to love you will get more love. Not to be afraid of imagining the life they want to live. This is our experience and we have the tools to make it as magnificent as it could be, it is not easy, but it is worth it.



WORK AT HOME

Plants at your desk



Trek Desk
A treadmill and a desk. Get your work out while you get your work done. And don't forget the plant! www.incrediblethings.com



1 Improve indoor air quality. B.C. Wolverton, an environmental scientist, tested out the use of houseplants as a means of improving indoor air quality and discovered they help eliminate volatile organic compounds from the air, which could cause burning eyes and respiratory difficulties.

2 Increase productivity. Researchers from Washington State University reported that live interior plants helped workers complete tasks with more focus and efficiency. They

found that productivity increased by 12% in the presence of plants, and people reported feeling about 10% more attentive after the task.

3 Make rooms more comfortable. The recommended humidity range for human health and comfort is between 30 and 60%. Low humidity can lead to increased fatigue, respiratory discomfort and an overall drop in workplace well-being. When plants are added to a room, the relative humidity rise significantly.

Health tips

Shoulder rolls. Raise your shoulders and then move them forward, downward, and then backward in a smooth circular movement.

Arm bends. Start with your elbows on the armrests and your hands pointed forward so that your lower and upper arms make a 90-degree angle. Take turns moving your left and then your right hand toward your chest and back, and continue for 30 seconds.



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3



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GLOBAL VILLAGE

- 1. **Golfer's Doorstop.** www.coolthings.com.
- 2. **Colorful plant pots.** Buy a couple of terracotta pots, some paints, a brush, and get creative.
- 3. **Kaio Emoticon Stamp.** Add smileys to your post-its. www.japantrendshop.com.
- 4. **Wireless USB Headset.** Charging it for 4 hours can provide with non-stop use for 9 hours. By Creative.
- 5. **The Desktop Punching Bag.** Ideal for re-directing pugilistic urges when sales figures do not align with the strategic plan. Includes hand pump.
- 6. **Rolo Suitcase.** Stick it in your suitcase. Attach it to your backpack. Or just carry it alone via the over-the-shoulder strap. www.instash.com.
- 7. **Desktop Basketball Kit.** Because you don't have to be 6 feet tall. officeplayground.com.



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