

# AC

Around the world  
**Malawi**

Good advice from  
**Zuri Bender**

The Sales Pitch  
**7 steps for sales  
productivity**

Mirror, mirror  
**Use the Law  
of attraction**

**PLUS:** The new AIUfone • Top ACs of the month  
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MAGAZINE FOR ADMISSIONS COUNSELORS  
ATLANTIC INTERNATIONAL UNIVERSITY  
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9–10-year-old boys of the Yao tribe in Malawi participating in circumcision and initiation rites.  
Image: Steve Evans from Citizen of the World. Wikimedia Commons.



## PRACTICAL CASE

This new section is interactive. We need to hear from you. The best answers will be posted here in this same section in the next AC Magazine.

You can send your answers here: [aiumagazine@aiu.edu](mailto:aiumagazine@aiu.edu)



### What would you do if...

**CASE:** DO YOU NEED A SCHOLARSHIP?

**SENT BY:** LUISA VILLAR

We call the prospect, as usual, and we go with him all the way until his enrollment, giving all the information required.

The first thing the prospect says is that he needs a scholarship. He says he needs to make numbers and he will send the application for a scholarship as soon as he's ready.

Two days later, the prospect sends the Financial Assistance Form and when we read the amount the prospect can pay we get a surprise because he can pay 400 usd.

What do you do in such case? Think of different actions you can take and let us know your best option.

# The new AIUfone

The New AIUfone is a soft phone, a software program for making telephone calls over the Internet using a general purpose computer, rather than using dedicated hardware. A soft phone is usually used with a headset connected to the sound card of the PC, or with a USB phone.

The benefit of installing this new telephone system is to increase the enrollments since the phone system has a lot of improvements compared to the last phone such as: better call quality, less call dropping, easier system performance and quicker support response to fix problems and follow up previous problems.

With this new AIUfone we can call all the countries. So we can reach more prospects.

Sometimes you may hear a message saying your call failed. Try calling again at least three times because maybe you are dialing wrong. Besides, always verify dialing instructions for every country. Most of the time when we cannot complete a call it is because we are missing or adding numbers, best advice is to have websites with country and city codes.

Sometimes it could happen that prospects ask us why our caller ID is not from Hawaii or United States.

We can explain that this happens because the calls are directed or bought by a local carrier in that particular country and they change the US number for a local one. When ever you find yourself in this case, explain that the local carrier directed the call from a local number because its cheaper for them sometimes. But we are on our way to get our numbers working always in those countries.

### Short cuts:

- **Transfer calls:** ## and then dial the extension number
- **Voicemail:** \*97 and then your ext is your password
- **AIU General number:** 1(808) 521-1868
- **Technical support:** [helpdesk.aiu.edu/Login.aspx?ReturnUrl=%2f](http://helpdesk.aiu.edu/Login.aspx?ReturnUrl=%2f) or [itsupport@aiu.edu](mailto:itsupport@aiu.edu)

### Extensions

Extensions remained the same, we just added a digit on the left to distinguish our departments. Extension list will be uploaded online to easy access for everybody.

- 1 Administration
- 2 Admissions
- 3 Student Services
- 4 Collections

## TOP ACs OF THE MONTH

# Congratulations!

In Atlantic International University we celebrate diversity. We know every AC is unique. And that is great. This is why we want to recognize the different strengths of every AC. Here is a list from various achievements that we believe you never imagined you have.

### BETTER PROGRAM AMOUNT

- 1 Chris Soto
- 2 Reina Emerson
- 3 Gordon Esses
- 4 Anel Santiago
- 5 Sandra Cortez
- 6 Kendria Tangjian
- 7 Jennifer Melendez
- 8 Zareth Cerrillo
- 9 Alba Ochoa

### BETTER ENROLLMENT FEE

- 1 Fabiola Romero
- 2 Ma. Graciela Delgado
- 3 Perla Sanchez
- 4 Veronica Amuz
- 5 Brandon Dávila
- 6 Anel Santiago
- 7 Sandra Cortez
- 8 Ariadna Romero

### BETTER TUITION FEE

- 1 Zareth Cerrillo
- 2 Reina Emerson
- 3 Chris Soto
- 4 Geary Herndon
- 5 Anel Santiago
- 6 Liliana Penaranda
- 7 Ariadna Romero
- 8 Sandra Garcia
- 9 Kendria Tangjian

### LOWER WITHDRAWN AMOUNT

- 1 Amalia Esquivel
- 2 Krystine Shipley
- 3 Gordon Esses
- 4 Sandra Cortez
- 5 Scarlett Heredia
- 6 Daymara Ochoa
- 7 Viridiana Carreno
- 8 Catherine Gutarra
- 9 Chris Soto

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## MAILBOX

Share your ideas and opinions!  
[aiumagazine@aiu.edu](mailto:aiumagazine@aiu.edu)

## New Student Platform

Have you noticed that the student section has changed?

Yes, we've made improvements that will allow students to develop their educational program more easily and comprehensively.

Our goal is simple, we want to help the student to scroll through all the program and graduate as soon as possible.

First of all, the new student design platform has been renovated to look better. It is more modern, simplified and friendly. It is much easier to recognize all the elements on the platform.

However, this change is not limited to beauty. The clarity of the platform allows the student to locate student academic status and, above all, to recognize the objectives to develop. Our aim is to give the students a hand so they can do their best.

The student platform is much more "intuitive". The student will answer questions and then the system will present the curriculum design based on the answers given by the student. It guides the student easily to desing program according to real needs. We want the student to take greater confidence about himself and feel motivated to continue and reach the goal.

# Changing to Remote

**F**ollowing a year of being employed directly in the AIU Hawaii office, I have become increasingly excited about working remote! After a month of working outside of the physical office, the perks of working independently as an **Admissions Counselor** become clearer each day. While there have been many bumps in my unprecedented work transition, I find satisfaction in being able to work in a manner that's similar to AIU's academic mission statement. It's great to instill the promotion of androgogy, rather than strictly adhering to the popular employment structure reflecting the tradition of pedagogy.

## Strategic decisions

Rather than dragging myself out of bed over an hour early to get ready and then commute to the office by 6:00 am every week-day, I am able to work whenever my motivation strikes. So instead of planning my calls between the strict office hours of 6:00 am and

2:30 pm (HST), I consider the admissions request information received in order to make strategic decisions about which prospects to call and when to contact them. Calling at a reasonable time leads to higher levels of enrollments, especially because I'm less stressed about poorly-timed telephone communications. Rather than detecting stress in my voice, prospects are also more encouraged by my vibrant energy.

## When and how

If you're self-driven, I recommend working remote. The rules are a bit unsure, but you're able to work towards professional guidelines that are suitable for AIU and yourself. While the pay is not guaranteed each week, you are able to better adjust your schedule to increase your enrollment potential. For a higher income-earning potential, I'd be sure that your internet provider, computer and background are all suitable for remote working conditions; or else you will

miss the perks of working in a quiet office that has equipment and a great IT guy to quickly help with most technical difficulties. Otherwise, working remote provides you with an excellent international team that offers useful advice, superb support and thoughtful interactions. Overall, I am happy with the flexibility awarded to remote **AIU Admissions Counselors**. I would recommend this experience to anyone who is seeking a positive change!

## My own experience

I enjoy being able to help people across the globe to gain opportunities that they may not have been able to afford, without the flexibility offered by distance-learning and andragogy. It's great to learn about different cultures and world issues, while I attempt to enroll students based off of requests. Working remote



## Zuri Bender

AC English

I currently live in Honolulu, Hawaii. I have been working at AIU for exactly one year, including office and remote employment.

encourages me to find various tactics to enroll students, based off of everything I've come to learn through research, personal experiences and learning testimonies from co-workers over the past year. Having the ability to earn extra money at my own pace is an excellent perk that I'm sure many self-driven individuals would like to work towards. Education is life-long, so it's wonderful to increase my understanding of people and AIU in order to increase my ultimate income-earning potential as well.



# 7 steps for increasing sales productivity

From "13 Tips For Increasing Sales Productivity in 2013 " by Lisa Fugere, published at [business2community.com](http://business2community.com)

**1 Learn a new sales approach.** Instead of getting stuck on one sales technique, keep your mind open and be ready to adapt to your prospect. Going into the sale with an open mind enables you to quickly adjust your sales technique to deal with different types of prospects. Start by evaluating your teammates. What do the reps around you do differently? Expand your repertoire so you have more approaches from which to choose when contacting a prospect.

**2 Get Organized.** Get your paperwork and files organized, which will free up more of your time for lead prospecting and sales calls. Take the time to clear out old files and delete outdated emails.

**3 Create Email Templates.** Reduce the time it takes you to write emails to your customers by creating email templates. Break your prospects into groups within your territory, and create a template for each group. Segment them out by customer niche. Creating email templates can easily get pushed to the bottom of a task list because it isn't a task that's going to bring in direct revenue quickly. But it's a task that will make every email you send to a new prospect throughout the year a little bit easier and a little bit faster.

**4 Set Daily Goals.** Begin every day with a single goal that you'd like to accomplish before you leave your working place. Don't start another project until you've completed that task. Make a list of your goals so that you can refer to them regularly to keep you on track, and make sure every daily goal corresponds to overall goals.

**5 Stay Focused.** Create and use a "read later" bookmark file on your browser and a "follow up with asap" file on your email. This way, whenever you run into something distracting, you can save it for later and stay focused. If you stumble upon something particularly alluring, you will work quickly so you can reward yourself with it sooner rather than later. You can also designate certain hours of the day during which you're signed on to your instant messenger to avoid unwanted distractions.

**6 Get Over Your Fear of Rejection.** Lost a huge deal? Missed your quota? So what. Life goes on. ACs that always overanalyze their mistakes spend more time fretting over lost prospects than winning new ones.

**7 Take Personal Time.** If you are overworked, you will not be as productive. Go away for a weekend, spend the night at home relaxing, go on a date or do something else that helps you relax and enjoy your life. Being at work when you're exhausted and unmotivated will lead you to waste time browsing Facebook for distractions and sharing Youtube videos with all your friends.



# Malawi

## The Warm Heart of Africa



Lake Malawi

**Geography.** The Great Rift Valley runs through the country from north to south, and to the east lies Lake Malawi (Lake Nyasa), making up over three-quarters of Malawi's eastern boundary. The Shire River flows from the south end of the lake and joins the Zambezi River 250 miles farther south in Mozambique. In the mountainous sections, surrounding the Rift Valley, plateaus rise 3,000 to 8,000 feet. To the south of Lake Malawi lie the Shire Highlands. The Zomba and Mulanje mountain peaks rise to heights of 7,000 and 10,000 feet.

Malawi has two sites listed on the UNESCO World Heritage List: Lake Malawi National Park and Chongoni Rock Art Area.



**Social aspect.** There is a diverse population of native peoples, Asians and Europeans, with several languages spoken and an array of religious beliefs. Although there was periodic regional conflict fueled by ethnic divisions in the past, by 2008 it had diminished considerably and the concept of a Malawian nationality had reemerged. Malawian cultural practices are rich in local, southern African, and overseas influences.

### Republic of Malawi

**Capital:** Lilongwe

**Location:** Southeast Africa, bordered by Zambia, Tanzania and Mozambique

**Extension:** 45,747 sq mi

**Population (2013 estimate):** 16,407,000 inhabitants

**Official language:** Chichewa, English

**Currency:** Kwacha (D) (MWK)

**Religion:** Christianity, Islam

**Climate:** Hot in the low-lying areas in the south of the country and temperate in the northern highlands

**Political Division:** 28 districts within three regions (Central, Northern and Southern)

**Government:** Unitary Presidential Republic

**Brief History.** The area of Africa now known as Malawi was settled by migrating Bantu groups around the 10th century. Centuries later, in 1891 the area was colonized by the British. In 1953 Malawi, then known as Nyasaland, became part of the semi-independent central African Federation (CAF). The Federation was dissolved in 1963 and in 1964, Nyasaland gained full independence and was renamed Malawi. Upon gaining independence it became a single-party state under the presidency of Hastings Banda, who remained president until 1994, when he was ousted from power.



Lilongwe, capital and most important city

### DID YOU KNOW THAT...

...the current president of Malawi, Joyce Banda is the first female president in that country. She's a recognized educator and civil rights activist.

And guess what—she studied Bachelors of Social Sciences in Gender Studies with us, at AIU! She graduated on April 23<sup>th</sup>, 2012.

Share this information with your prospects.

**Calling code:** +265

**Time zone:** CAT (UTC+2)





## PUBLIC HOLIDAYS

DATE	HOLIDAY
January 1	New Year's Day
January 15	John Chilembwe Day
March 3	Martyr's day
March or April	Good Friday Easter Monday
May 1	Labour Day
May 14	Kamuzu Day
July 6	Independence Day
October 15	Mother's Day
December 25	Christmas Day
December 26	Boxing Day



**Health.** Malawi has a low life expectancy and high infant mortality. There is a high prevalence of HIV/AIDS, which is a drain on the labour force and government expenditures. Malawi has central hospitals, regional and private facilities. The public sector offers free health services and medicines, while non-government organisations offers services and medicines for fees. Private doctors offer fee-based services and medicines. Health insurance schemes have been established since 2000.



**Education.** In Malawi, primary education is not compulsory, but the Constitution requires that all people be entitled to at least five years of primary education. In 1994, free primary education for all children was established by the government, which increased attendance rates. Dropout rates are higher for girls than boys, attributed to security problems during the long travel to school, as girls face a higher prevalence of gender-based violence. However, attendance rates for all children are improving.

**Sports.** Soccer is the most common sport in Malawi, introduced there during British colonial rule. Basketball is also growing in popularity.



**Economy.** Malawi is among the world's least-developed countries. The economy is heavily based in agriculture, with a largely rural population. The Malawian government depends heavily on outside aid to meet development needs, although this need (and the aid offered) has decreased since 2000. The Malawian government faces challenges in building and expanding the economy, improving education, health care, environmental protection, and becoming financially independent. Malawi has several programs developed since 2005 that focus on these issues, and the country's outlook appears to be improving, with improvements in economic growth, education and healthcare seen in 2007 and 2008.

**Culture.** The indigenous ethnic groups of Malawi have a rich tradition of basketry and mask carving, and some of these goods are used in ceremonies still performed by native peoples. Oil painting is also popular in more urban centres, with many of the items being sold to tourists. There are several internationally recognised literary figures from Malawi, including poet Jack Mapanje, history and fiction writer Paul Zeleza and authors Legson Kayira, Felix Mnthali, Frank Chipasula and David Rubadiri.

Dances are a strong part of Malawi's culture, and the National Dance Troupe was formed in November 1987 by the government. Traditional music and dances can be seen at initiation rites, rituals, marriage ceremonies and celebrations.



# USE THE Law of Attraction

## TRY THIS

You may be looking for new ways to use the Law of Attraction in your work as an Admissions Counselor at AIU.

Well, there is an easy one, but it demands discipline and determination from you.

Do you remember the feeling you had the day you attained that excellent enrollment? Well, from now on, every day before starting your work, remember that feeling.

Close your eyes and relive the joy and happiness you had that day. Then, start your work embracing that feeling.

You'll see the results!

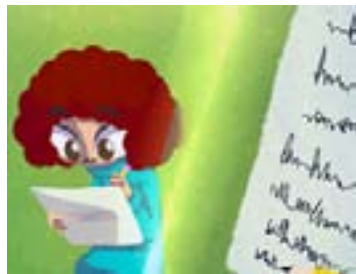
**1** Be sure about what you want and don't doubt yourself. You're sending a request to the Universe which is created by thoughts and therefore responds to thoughts. Know exactly what you want. If you're not clear/sure, the Universe will get an unclear frequency and will send you unwanted results. Be sure it is something you have strong enthusiasm for.

This law states that every positive or negative event that happened with you was attracted by you, even without your awareness of this magnetism. We are using the law every second of every day. There are really only three basic steps: ask, believe, and receive. The point of this article is to break them down into actions that you can do.

Text and images: wikihow.com.



**2** Ask the Universe for it. Send a picture of what you want to the Universe. You'll get an answer. See this thing as already yours. The more detailed your vision, the better. If you're wanting that Nintendo Wii, see yourself sitting down playing a game on it, feeling the controller, playing your favorite game, touching the console.



**3** Write your wish down. Start with "I am so happy and grateful now that..." and finish the sentence telling the Universe what it is that you want. Write it in the present tense as if you have it right now. Avoid negation terms. Every day until your wish comes true, close your eyes and imagine your desire as if it's happening right now.



**4** Feel it. You must act, speak, and think as if you are receiving it now. This is actually the most important, powerful step in using this law. You won't feel like you need it anymore because you FEEL like you already have it! and then the universe will manifest this thought and feeling.



**5** Show gratitude. Be thankful for what you already have and for all the things the Universe has given you. Paying the Universe back with some gratitude will motivate the Universe to do even more things and will draw more things into your life. If you were once bullied and that person stopped, that's one thing to be thankful for. Showing gratitude will turbo boost the Universe to manifest your request faster.



**6** Trust the Universe. Imagine an alternate dimension where whatever you truly desire comes true in an instant. See yourself there. Don't look for what you asked for; this is where people tend to mess up. That would be telling the Universe you don't have it and you will attract... not having it. Don't get upset if these things don't happen immediately. Don't stress the "how" of things. Let the Universe do it for you.





# 3 TIPS FOR working from home with young children

From a text by L. R. Knost, author of "Two Thousand Kisses a Day: Gentle Parenting Through the Ages and Stages".

**1** Children love new toys, so get a box for each of your working days and place a set of toys in them that you only bring out on that day. Don't only choose store-bought toys. One box could be full of toilet paper tubes, bouncy balls and hot wheels, so your little one can make tunnels and chutes. Another box could have kitchen utensils. Don't be afraid of a

little mess, either! Children are washable, and messy play can keep them happily engaged for long stretches of time. In one box you could have a plastic tablecloth or even a little blow-up wading pool, some paintbrushes, and shaving cream. Add a touch of food coloring to a few small bowls of shaving cream and let your little Picasso go to town!

**2** Simplify, simplify, simplify. Be realistic about your commitments and expectations for yourself. Have fruit and cheese for breakfast most mornings instead of eggs and pancakes. Resign from any pre-working-at-home commitments you can. Avoid the temptation to fill up your time with playgroups and playdates and mommy-and-me classes.

**3** Don't forget to take care of yourself! Make sure you include a bit of downtime in your routine each day to simply be still and have a cup of coffee or read the newspaper or simply stare out the window and daydream for a few minutes. Take the time on a regular basis to do your nails, go have your hair done, and make a lunch date with a friend. Even if you bring your little one with you, you'll still be out and about in a non-working environment for a bit and actually get to feel like an adult. If you've got a teething baby or a sick child and aren't getting much sleep at night, take a nap during the day when your little one's asleep instead of working during their nap. You may get a bit less work done, but you'll enjoy your life and your family more, and isn't that really the point of it all anyway?

**Dumbbell Alarm Clock.** Start your workout from the instant you wake up. When the alarm sounds, you'll have to do 30 reps before it will stop. Soon, your arms will be strong enough to hurl it out of the window with ease.  
LIGHTINTHEBOX.

## Health tips

**Knee to chest.** Bend slightly forward. Fold your hands together around your left knee and pull it toward your chest. Hold this position for 15 seconds and let your knee drop slowly. Change legs and repeat.

**Forward bends.** Place both feet on the floor and pull your abdomen in. Bend slowly forward and "walk" your fingers along your shins to your ankles. Hold for 15 seconds and sit up slowly.



## GLOBAL VILLAGE



1

**1. BalKonzept.** A hook-on desk for your balcony, for a new view when working... or eating, reading and finding inspiration. Made from weatherproof and recyclable polyethylene. By Michael Hilgers.

**2. Applause Button.** Just press the button to let out an enthusiastic round of cheering and clapping, to give praise and spread cheer every time a prospect becomes a new student at AIU.

**3. FrancisFrancis! X7.1 coffee machine.** With capsule system, this one looks like a classic espresso machine. By Illy.

**4. Garden Office.** Creating a unique space dedicated to your work can ensure that you have a door to shut at the end of the day and away from the distractions of home life. Could a short walk through your garden be your new commute?

**5. High Back Chair.** Allows you to adjust the lumbar support and seat depth, as well as the armrests and the headrest. You can even recline. By At the Office.

**6. Magnetic Sculpture Acrobat Teamwork Deluxe.** Playing with a magnetic art is a great way to take a break during a really hectic and busy day. With a slot for holding business cards, photos, notes or memos.

**7. Solar USB charger.** A battery that draws its charge from solar energy. From there, it recharges any of your USB-chargable devices, such as cell phones and tablets.

2



3



7

4



6

5