

# AC

MAGAZINE FOR ADMISSIONS COUNSELORS  
ATLANTIC INTERNATIONAL UNIVERSITY  
# 01 • OCTOBER 2013

**Around the world**  
**Mozambique**

**Toolbox**  
**The sales pitch**

**Good advice from**  
**Pablo Garrido**

**Mirror, mirror**  
**¿Are you victim  
or responsible?**

**PLUS:** Words from AIU • News • My motivation  
• Tips for working at home • Global Village

In Mozambique:  
Azura at Quilalea is located in the very southern  
part of the Quirimbas Archipelago, which forms  
a fully protected marine sanctuary.



## MY MOTIVATION



**Roberto Aldrett**  
AC / Spanish and English

I live in the woods of Valle de Bravo, México. This is one of the most beautiful places in all the country. Here, in this town, we have the chance to sail, do stand up paddle or paragliding; we can meditate in the Great Stupa for World Peace, or we can go to the limit ridding a KTM motorcycle.

Everyday, I walk for an hour and a half through the forest paths, in a close relationship with Nature. This experience gives me the chance to start my workday with a focused and calmed energy.

I became an **Admissions Counselor** because this is my way to support my family (wife, two dogs and two chinese hamsters) in this adventurous life we've chosen. ...and, I have to confess I also did it for a selfish reason: to pay some debts I have, and to buy a new 4x4 SUV. This goal is closer than I thought!

WORDS FROM AIU

# A.C. Magazine a new path

In **Atlantic International University** we introduce this new tool of communication and integration for our big family: **A.C.**, the online magazine that will help you develop fully in both professional and personal realm.

This proposal comes from within so that we can all get to know our house, improve our internal communication and above all, to know ourselves better, because our results are an accurate reflection of who we are.

The more experienced members of our team have noticed that working in AIU gets you somehow "naked". If you feel you can't get results, you won't. If you think the phone or internet are a problem, they will become a problem, if you have resistance to money you will reject it. If you have problems to settle on, you won't be able to close prospects. Everything evinces those who don't know, don't want or aren't ready to deal with this kind of issues. They despair and end up leaving, which results in a lost of integration.

Whit a high rate of turnover, teams don't end up consolitating their strenght. And if you receive a call from the university managing asking how they can help you, you think your lack of results is owing to the amount of prospects or the infrastructure, instead of something personal that has to be solved.

This magazine is here to open the door to a greater state of well-being, which can be build only with your participation, so we hope you share your ideas with us.

So, welcome! This publication is yours.

AC Magazine for Admissions Counselors. Atlantic International University. Year 1, No. 1. October 2013.

## DIRECTORY

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**Jaime Rotlewicz**  
DEAN OF ADMISSIONS

## NEWS

### New Counselors

**Aileen Garay**  
Place: California, EUA  
Language: English

**Scarlett Heredia**  
Place: Marseilles, France  
Language: English and Spanish

**Atenea Santa Anna**  
Place: Valle de Bravo, México  
Language: Spanish

**Karem Olivas**  
País: Mazatlán, México  
Language: Spanish

## MAILBOX

¡Tell us about yourself!

Share your ideas and opinions with AIU family

[roberto@aiu.edu](mailto:roberto@aiu.edu)





# Letter to a young counselor



**Pablo Garrido**  
Team leader of The Money Makers  
pablo@aiu.edu

**W**ith more than three years working as **Admission Counselor (AC)** for AIU, I have learned that there are no overhead obstacles, but ourselves who put limits on certain occasions. I think obtaining registrations is due to the effort, dedication, responsibility and experience of **AC**. Not a work of fate, but the communication and information you brought to the prospects and how you treated them.

Sometimes, I use the strategy of pressuring the prospects and one day a member of my team told me he was not comfortable with

setting limits because he felt that it was “threatening” the prospect. One thing is to explain them they have to pay ‘tomorrow’ because it is “the deadline for you to retain the admission and payment plan as it has been offered and agreed, and otherwise Finance will close their file and give the opportunity to another student” than to say “if you do not pay tomorrow, I will cancel everything and you’ll lose it all”. Basically it is the same thing but expressed in different words. It only suggests that if they miss the deadline for registration, they will lose the opportunity.

## On the responsibility of self-regulating

Accountability is very important, specially the hours you work and how you make the most of them. It’s not the same to “work” with three kids playing around and the dog barking, to be calm in the house and very concentrated on what you are doing. Personally, I have a room itself for office because I want no distraction at all. For me, working at home is the same responsibility as doing it in the office, but it’s much more comfortable since I don’t have to get into traffic, waste gas... and the best of all: I don’t have to wear suit!!

In my case, setting a fixed schedule really helped. And I have been using that same schedule since the day I started.

## There are always willing prospects

There are good and bad prospects and we all got them. But be sure of something: there are ALWAYS prospects willing to pay in the same week. The important thing is the approach and assistance you bring. Sure, many prospects lie, many do promises and at the end disappear, but that’s why I insist so much on “enrolling” as one of our best tool. The more enrollings you have, the more chances you have of good results, since by chance those enrollings will transform in registrations. When someone in my team mentions to have 6 potential enrollings, I know that at least 3 are going to be able to register. If they say 2-3 for the week as potentials, it will be more complicated because I know that from those 3, only one will register and most likely the **AC** will stay in zero for that week.

## Knowing AIU

After several months of working as an **AC** you will know quite well all AIU system, specially if you work in group, because there will be new and different topics. Sure there are times that even I have doubts and I consult my supervisor, who has been working for quite some time and is more experienced.

## Setting goals

Personal goals are important, especially if this is your main job. In my case it has been my job for more than three years. I do care, I do respect and appreciate it and if I dedicate, I can make good money. You have to think how many registrations you want to achieve, see how many you can really do in a week, and focus on that number. Sure I want 10 per week, but I have to see how I have

to call and give a follow up, how many hours I should work to get such results.

## The Equipment, is it important?

Your equipment plays an important role in your job, specially if you have a good computer and good internet signal. That helps a lot to speed up the work process.

## Adversities

I personally think that each counselor can achieve the minimum of 3 registrations per week, but of course there are certain days when your working hours are not constant, or there are distractions, and that makes it difficult to obtain results. One important thing is the mind, at first, one draws a lot on a topic, then over time, you see a bigger picture of how the system works. This allows you to gain confidence in the prospects and the University.

## In conclusion

Be a very polite person, recognize your own expression and have plenty of vitality. You will become the best in your job and you will be able to offer great support for the rest. Always share ideas, suggestions and see how to improve.

Let me know any question or opinion to assist you.

Best Regards,  
**Pablo Garrido**

## EXPERIENCE

Clara Margalef says:

### DO

Read all messages you receive  
The most important thing is that everyone should open all communications that are sent to them. Believe it or not, sometimes communications are sent but never answered.

For example, I send emails about not received payments from prospects and half the people never answer.

And the worst thing is that sometimes there are ACs who do not review the messages sent by their own prospects. Serious mistake. Shows a lack of interest and self-respect. If we do read everything we receive and respond to it, we will create a GREAT opportunity for us.

### DO NOT

Do not offer the prospect to send MoneyGram payments to my name (Clara Margalef)

I do not receive MoneyGram payments and yet there are Counselors who offer this service to my name.

When this happens we have to tell the Counselor to ask the prospect to make the arrangements to change receiver's name and that's an uncomfortable situation for him.

## ¿WHERE IN THE WORLD IS JAIME ROTLEWICZ?



**1.** A source confirmed that he was spotted eating Peking guinea pig with Gastón Acurio in the best restaurant of all south hemisphere. (Astrid y Gastón Restaurant)

**2.** Jaime discovered how to prepare Pisco Sour, the national drink of this country (2 or 3 shots pisco, 1 shot lime juice, 1 shot simple syrup, 1 shot egg white, shaken with ice, dash of bitters).

**3.** The Amazon covers 60 percent of this country, creating a unique and diverse ecosystem when combined

with the mighty Andean Mountain range and Pacific Ocean.

**4.** The region is also well known as the home of the rare Andean Condor, an enormous bird with the largest wing span of any land bird, at 3.2 meters.

**5.** A last minute report says that Jaime was sandboarding over the dunes in Huacachina.

**6.** This Country is bordered by 5 different countries and a great ocean.

**7.** He paid tribute to the Andean Survivors.

**8.** Jaime was seen taking a coffee and discussing about literature with Nobel Prize writer Mario Vargas Llosa.

**9.** The name of the President of this interesting country is Ollanta Humala.

Can you guess now where Jaime is? Right! Jaime Rotlewicz is in Peru. Did you know that... AIU has a collaboration agreement with "Alas Peruanas" University?



## MUST KNOW

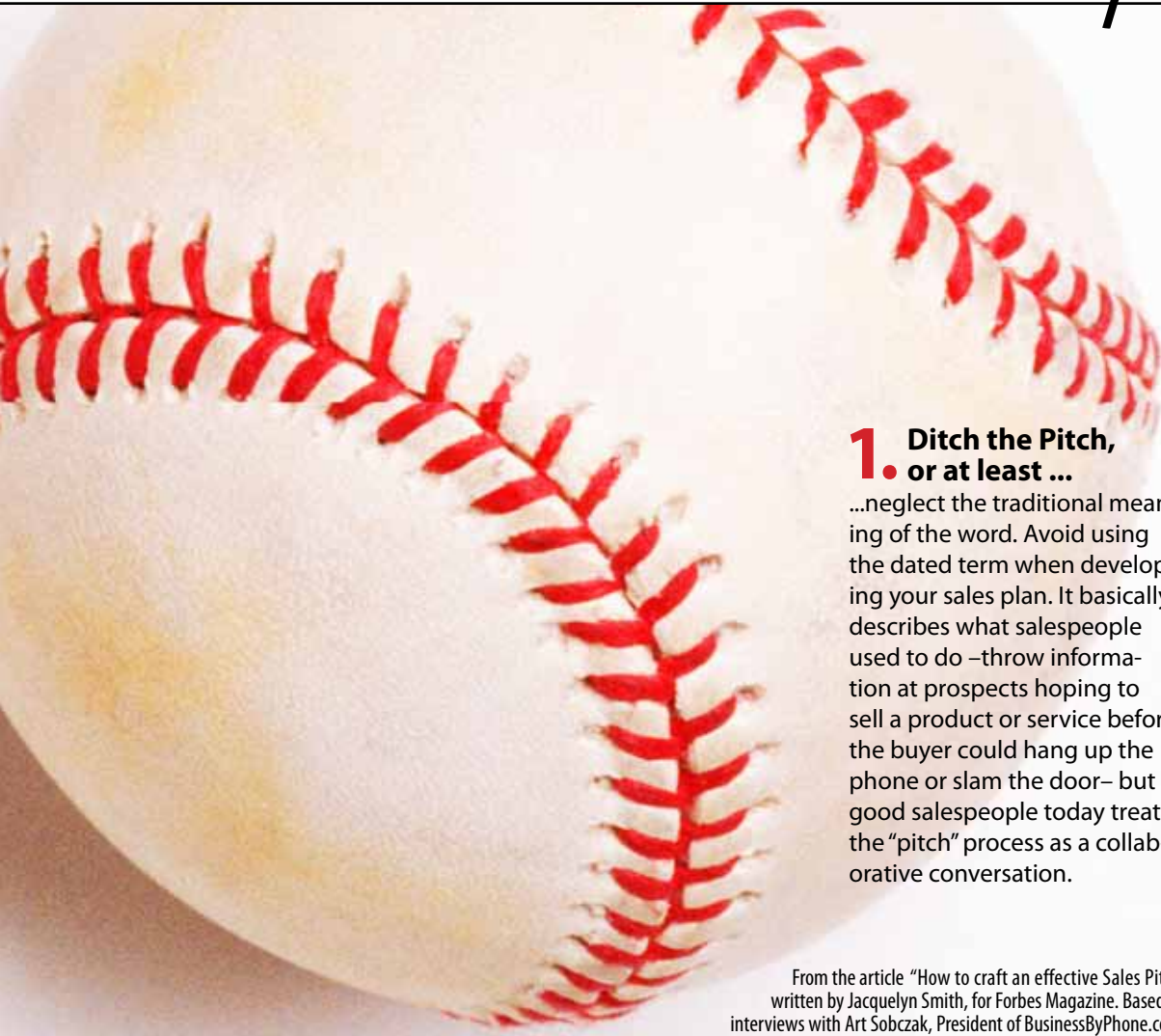
### Apostille Convention

The Hague Convention Abolishing the Requirement for Legalisation for Foreign Public Documents, the Apostille convention, or the Apostille treaty is an international treaty drafted by the Hague Conference on Private International Law. It specifies the modalities through which a document issued in one of the signatory countries can be certified for legal purposes in all the other signatory states. Such a certification is called an apostille [French: certification]. It is an international certification comparable to a notarisation in domestic law.



# The sales pitch

## step by step



### 1. Ditch the Pitch, or at least ...

...neglect the traditional meaning of the word. Avoid using the dated term when developing your sales plan. It basically describes what salespeople used to do –throw information at prospects hoping to sell a product or service before the buyer could hang up the phone or slam the door– but good salespeople today treat the “pitch” process as a collaborative conversation.

From the article “How to craft an effective Sales Pitch” written by Jacquelyn Smith, for Forbes Magazine. Based on interviews with Art Sobczak, President of BusinessByPhone.com;

Nancy Bleeke, president of Sales Pro Insider and author of “Conversations That Sell”; Wendy Weiss, author and sales coach, also known as “The Queen of Cold Calling”;

<http://www.forbes.com/sites/jacquelynsmith/2013/01/02/how-to-craft-an-effective-sales-pitch-2/>

### 2. Do your homework

As a salesperson, you need to know a lot about your buyer, so you can address how valuable your product or service might be to that specific client. Buyers are inundated with information. You need to be able to connect the value of your solution to that specific buyer, or the buyer is not going to give you any time or attention.

### 3. Identify your objectives

Set action-oriented goals before you ever pick up the phone to call the prospective client. Say, “At the end of this call I want them to agree to meet with me” or “At the end of this call they will buy from me”. Think big and optimistically.

### 4. Ask questions

As a salesperson you should talk 20% of the time and listen the other 80%. You need to ask questions that will uncover the prospect’s needs, and then you should show them how whatever you’re selling can help them fix a problem they have.

### 5. Sell the value and benefits

Instead of praising the functions of your product, tell the prospect about how your products can cut costs, reduce time, increase profits –and then quantify it. Talking about how you’ve helped someone else might pique their interest, too. But you can only do this if you’ve done your research and you know it’s relevant to them.

### 6. Use their language

Formulate a “recommendation” (substitute word for “pitch”) using their language. If you ask about a difficulty or challenge they have, and then address that in your recommendation using their exact language, they won’t object to their own words.

### 7. Ask for a commitment

At the end of every call, have them promise to consider your recommendation, or ask for an opportunity to meet or talk again.

# Mozambique



**Capital:** Maputo

**Location:** Southeast África,  
on the shores of the Indian Ocean

**Extension:** 801.590 km<sup>2</sup>

**Population:** 21.67 million people

**Official language:** Portuguese

**Currency:** Mozambican Metical

**Religion:** Christianity and Islam

**Climate:** Wet season from October to March  
and a dry season from April to September

**Political division:**

11 provinces, 128 districts,  
405 posts and localities

**Gobierno:** Presidential republic

Elections every five years







## Geography

Mozambique is located on the southeast coast of Africa.

The country is divided into two topographical regions by the Zambezi River.

To the north of the Zambezi River, the narrow coastline moves inland to hills and low plateaus, and further west to rugged highlands, which include the Niassa highlands, Namuli or Shire highlands, Angonia highlands, Tete highlands and the Makonde plateau, covered with miombo woodlands.

The country is drained by five principal rivers and several smaller ones with the largest and most important the Zambezi. The country has four notable lakes: Lake Niassa (or Malawi), Lake Chiuta, Lake Cahora Bassa and Lake Shirwa, all in the north.

## Social aspect

The north-central provinces of Zambezia and Nampula are the most populous, with about 45% of the population. The estimated four million Macua are the dominant group in the northern part of the country; the Sena and Shona (mostly Ndau) are prominent in the Zambezi valley, and the Shangaan (Tsonga) dominate in southern Mozambique. Other groups include Makonde, Yao, Swahili, Tonga, Chopi, and Nguni (including Zulu). Bantu people comprise 97.8% of the population, with the rest including White Africans, Euro-Africans and Indians.

Mozambique is a founding member of the Community of Portuguese Language Countries (CPLP). In early 1996 joined the Commonwealth of Nations and it also belongs to the African Union.

Maputo is the largest city.



44.3% of its population is under 14 years.

© ACIDI-CIDA/Jean-Francois LeBl

## Brief History

Mozambique was a colony of Portugal until 1975, when an 11-year war of independence ended. But a 17-year civil war started soon and hundreds of thousands of people were killed. The country went into severe economic depression. Agriculture was disrupted, so the country could not feed itself.

In 1990 it adopted a constitution and transformed into a multiparty republic.

## Health

The infant mortality rate is high, and life expectancy is low. In the early 21st century there were 3 physicians per 100,000 people in the country.

The official prevalence of HIV in Mozambique in 2011 was 11.5% for the population in the age range between 15 and 49 years.

## Education

All Mozambicans are required by law to attend school through the primary level; however, a lot of children in Mozambique do not go to primary school.

Space in Mozambican universities is extremely limited. Many students go to work as teachers or are unemployed. There are also institutes which give more vocational training, specialising in agricultural, technical, or pedagogical studies, which students may attend in lieu of a pre-university school.

Its name comes from "Msumbiji" a Swahili port on the island of Mozambique.

## Tips for ACs

**1. Three ways.** This country fulfills a unique feature as its prospects can choose to study in any of the three languages that Atlantic International University currently offer: English, Portuguese and Spanish. AIU can offer an academic tutor in any of these languages.

**2. About the payment method.** We suggest you try the most that the prospect pay with credit or debit card as it is difficult to get in Mozambique agencies accepting Western Union Quick Pay. This service is not available in all centers of representation. It is also feasible to pay by bank transfer, but the charge for the student is considerable.



### Economy

The official currency is the New Metical (as of February 2013, 1 USD is roughly equivalent to 30 New Meticals), which replaced old Meticals at the rate of a thousand to one. The old currency was redeemable at the Bank of Mozambique until the end of 2012. The US\$, South African rand, and recently the euro are also widely accepted and used in business transactions. The minimum legal salary is around US\$60 per month.

Mozambique is a member of the Southern African Development Community (SADC). The SADC free trade protocol is aimed at making the Southern African region more competitive by eliminating tariffs and other trade barriers. The World Bank in 2007 talked of Mozambique's 'blistering pace of economic growth'. The IMF in early 2007 said 'Mozambique is a success story in Sub-Saharan Africa.' Yet, despite this apparent success, both the World Bank and UNICEF used the word 'paradox' to describe rising chronic child malnutrition in the face of GDP growth. Between 1994 and 2006, average annual GDP growth was approximately 8%, however, the country remains one of the poorest and most underdeveloped in the world. In a 2006 survey, three-quarters of Mozambicans said that in the past five years their economy worse.

The Mineral industry of Mozambique plays a significant role in the world's production of aluminium, beryllium, and tantalum.

Mozambique has excellent tourism assets. The country's natural beauty, wildlife, and historic heritage provide excellent opportunities for beach, cultural, and eco-tourism.



### Culture

Portuguese is the official and most widely spoken language of the nation, spoken by 50.3% of the population. 37.7%, mostly representing the indigenous African population, speak it as their second language and only 12.78% speak it as their first language.

Most Mozambicans living in the cities speak Portuguese as their first language.

The Makonde are renowned for their wood carving and elaborate masks, that are commonly used in traditional dances.



After independence in 1975, the modern art came into a new phase. The two best known and most influential contemporary Mozambican artists are the painter Malangatana Ngwenya and the sculptor Alberto Chissano. A lot of the post-independence art during the 1980s and 1990s reflect the political struggle, civil war, suffering, starvation, and struggle.



### Sports

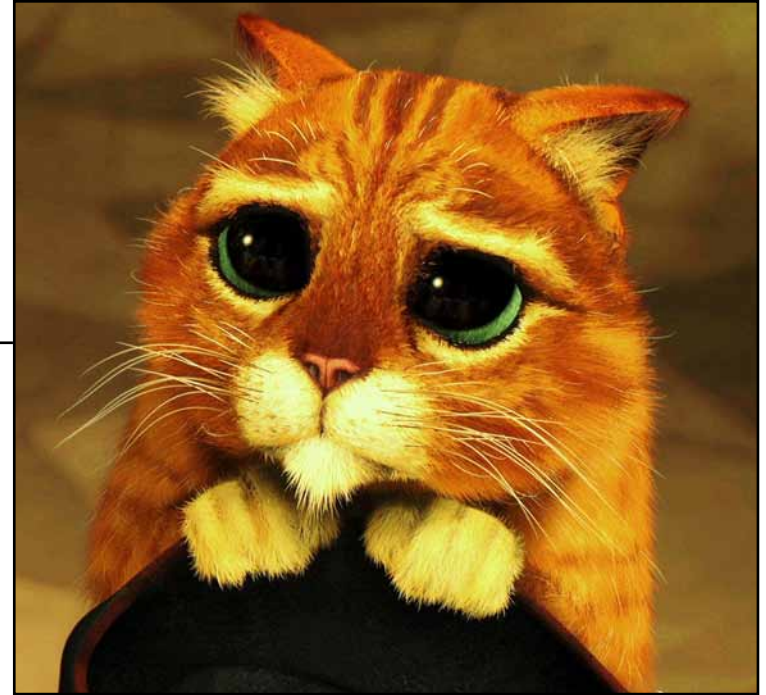
Although soccer is the most popular sport in Mozambique, the national team has never been to the World Cup or Olympics. Some players born in Mozambique (that have played with Portugal) are Eusebio, Carlos Queiroz and Abel Xavier. The runner Maria de Lurdes Mutola is the only Olympic medalist: bronze in Atlanta 1996 and gold in Sydney 2000. Both in the 800 meter dash.

## NATIONAL HOLIDAYS

DATE	HOLIDAY DESIGNATION	NAME IN PORTUGUESE
1 January	Universal Fraternity Day	Dia da fraternidade universal
3 February	Mozambican Heroes Day	Dia dos heróis moçambicanos
7 April	Mozambican Woman Day	Dia da mulher moçambicana
1 May	International Workers Day	Dia Internacional dos trabalhadores
25 June	National Independence Day	Dia da independência nacional
7 September	Victory Day	Dia da vitória
25 September	National Liberation Armed Forces Day	Dia das forças armadas de libertação nacional
4 October	Peace and Reconciliation	Dia da paz e da reconciliação
25 December	Family Day	Dia da familia



# Poor me



A sign of emotional maturity is taking responsibility for our own thoughts, words and deeds. To achieve this state, we should stop thinking that things “happen” to us and being able to tell the difference between being a victim and a responsible person.

If you consider that there is an outside force that causes the events in your life in which you have no participation at all, you are assuming the role of the victim. This circumstance has emotional implications for you and defines what manifests in your reality.

## I swear I am innocent

Victims suffer for all and believe that others are responsible for their grief and take every circumstance in a personal way. This could be expressed as a constant complaint or as a silent suffering. As a victim, when something goes wrong in their life they blame something else: people, bad luck, government, climate, disease, the stock market, the time change, corruption or a sad childhood. Thus, the victims get rid of all responsibility for their experiences.

Such persons enjoy telling their personal dramas, require attention and pity; always have a pretext and expect to be excused when they don't fulfill their agreements.

Minimum attempts from other people to express disagreement, or making a joke about it, the victims pull their Total Access Pass, which identifies them as sick, weak, unfortunate, poor, helpless, abused, discriminated, depressed, addicted or some minority. This allows them to step over anyone and get benefits that they use to manipulate others.

When you believe that your life is “like this” because you were beaten up by your parents, abused by Uncle Ernie, you were bullied in school, your wife/husband cheated on you or God made you ugly, you always keep your attention focused on your pain.

When you take responsibility and assume any condition, no matter how extreme it is, you stop focusing on external elements, and discover that the people involved in your traumas maybe no longer exist. Then you start focusing in the present.

The wounded child archetype has two outputs. One is to blame all disfunctional relationships on childhood wounds and resist moving on through forgiveness. The other is to leave the pain behind so you can be at peace with the experience and help others.

## What if choose to be responsible?

Coming out of this vicious circle requires, first, to recognize yourself as a victim. This let you notice all the rewards you have earned in this role so you can stop taking advantage of this position. Then, you have to assume the consequences of each of your actions, and therefore begin to act with greater awareness.

Being responsible means being able to respond creatively and proactively to events in your own life, being aware that your reality is your own creation.

Each problem arises from the potential you have to solve it, so when a challenging situation appears in your life, rather than react, you better consciously choose to “respond” to it. Think about what you did to contribute to the emergence of any given challenge, take a moment to decide who you want to be in such a predicament and then implement your best answer.

“Pain is inevitable.

Suffering is optional.”

–Haruki Murakami, writer and marathon runner, in his book **What I talk about when I talk about running.**

## Don't react, respond!

Ok. You are depressed because your 7 prospects dissapear like magic. It's Thursday and you no longer have serious chances for that week. What can you do?

**1. Did you do your best?** If not, then try again. Ask your prospects if anything was wrong and explain you want to give them the excellent service they deserve.

**2. A new beginning.** Contact the prospects that held in the line for registration. Explain that you got them a new opportunity to enroll, and that the time is NOW.

**3. Forget about the past.** Each call is a new opportunity. If you didn't get the payment of a prospect from a specific country, don't think that ALL the other prospects from that country are going to fail.

## WORK AT HOME



# Choose the right space

If you work from home, you owe it to yourself to set up a proper office space. It's vital you have somewhere to concentrate that's separate from your home life.

- 1 When you first started working from home, may have set up your home office in an obvious place: a spare bedroom, guest room or basement. But if you rarely use your dining room or formal living room, consider setting up shop in one of those rooms.
- 2 Don't treat your working space as a second-class accommodation –give it the importance it deserves.
- 3 One important consideration is ensuring you can

- switch off when you're not working. It's advisable you can shut the door on your office and "leave" work.
- 4 Try out spaces before deciding exactly where you're going to be working.
- 5 Watch out for a space that seems ideal but turns out to be too hot or too cold, too noisy or too quiet. Avoid moving your equipment, furniture and supplies several times by trying out your new home-office space for one month

## Health tips

- 1 Walk around your house every 15 to 30 minutes during your workday.
- 2 Do some simple stretching exercises while seated, with your arms, legs and torso.
- 3 Ankle turns: Lift your feet off the floor and move your toes in a circle, one foot moving clockwise and the other foot moving counterclockwise. Change direction and repeat.



### MagneTrainer-ER Mini exercise bike

Pedaling is a great aerobic under-desk exercise and this bicycle for arms and legs will slide under any table and won't take up any extra room.



## GLOBAL VILLAGE



**Eco-friendly glasses.** Soak up some rays with solar panels on your sunglasses. Then you can charge small gadgets through the power jack at the back of the frame. YANKO DESIGN



**Micro commuter bike.** The **One Shot** project was designed to supplement other methods of public transportation. The compact design transforms from a full-fledged, fixed-belt bike to a compact, vertical unit easily stored on buses or trains. BY VALENTINA VECCHIA & MARILENA ALBERGA FOR YANKO DESIGN

## Where to go for sun

SOURCE: CONDE NAST TRAVELLER

### 1. Southafrica

**When to go:** Nov. to March  
In Cape Town and beyond there is stunning scenery, breathtaking beaches, as well as world-class wines and fabulous food.

### 2. Bermuda

**When to go:** October to March  
The archipelago of Bermuda is a land of pink beaches, pink houses and brightly coloured shorts. Caribbean in nature, it has a distinctive character.

### 3. Cyprus

**When to go:** March to May; October to November  
The eastern Mediterranean Sea around Cyprus may be chilly in winter, but the island gets plenty of sunshine all year.

### 4. Cambodia

**When to go:** November to April  
If you want to see South-East Asia at its most beguiling, you need to head to Cambodia. Go to watch dawn break over the jungle temples of Angkor.

### 5. Guatemala

**When to go:** November to May  
The ancient Mayan cities of Guatemala, hidden deep in rainforests full of colour and exotic noise, make Rome seem as if it was built in a day.



### The best breakfast sandwich.

Start with the bottom of a muffin, add meat, cheese, or vegetables on top, close that section. Put an egg on the next layer, and put the top piece of bread on top of the egg. Close it up, and in about five minutes, the egg is cooked, the bread is toasted, and everything is very hot. Slide the bottom out from under the egg, and there's a complete sandwich. HAMILTON BEACH



**Motorized rotisserie.** With the portable motorized grizzly spit, you can now lay back and relax whilst it cooks your catch of the day. It is battery powered so you can take it any, from the boat to the backyard. It features two vertical support poles, a steel cross bar, 2 spit forks, a gear reduction motor and a canvas storage bag. GRIZZLY SPIT





## ALDEA GLOBAL

1. **Nude with flowers.** 1960. Oil on canvas. By Malangatana, Mozambican artist.
2. **Bluelounge Mini docks.** Keep your device from the floor.
3. **Really creative stuff.** Reading had never been easier before this.
4. **Fisheye Lens.** Ultra wide angle lens made from coated, optical quality glass for *smart phones*. Attached by strong magnetic ring.
5. **Spoiled, by Fred.** A witty way to keep your headphones tidy.
6. **Wooden pencil holder.** Go get a drill and do it yourself.



# kawaii donuts

TOKYO, JAPAN



*Floresta Natural Doughnuts* is a company with a great environmentally friendly philosophy, making the most delicious and natural gourmet donuts. More on the health conscious side (made with safe, organic, local ingredients and no additives / preservatives) but still yummy and satisfying as a dessert.

They rotate their daily selections as well as their seasonal donuts and also have special animal decorated *kawaii* super cute donuts.