**Master script, proven to work in every call**

**Hello may I speak to** (*Prospect*). **Hi** (*Prospect*), this is (***your name***) …, I am calling you from **Atlantic International University**, in the United States of America, **how are you?,** *(Wait for confirmation)..* **Excellent** …

(*Prospect*) do you have a moment to talk? *(Wait for confirmation)..* **Perfect**………..

I am glad to see you are ready to beginning your exponential growth, I received your **Inquiry online,** ready to pursue your *(****Degree and major****)* here at, **AIU**, is that **correct?** *(Wait for confirmation)……*

(*Prospect*), I´ve been assigned by the **dean**, as your new **admissions counselor.**

I will go above and beyond to assist you in the **enrollment process** to **AIU**, and be sure to **answer** all of your questions **about your studies with** **us**, **Okay?**... (*Wait for confirmation then proceed*).

(*Prospect*), **when do you want to graduate?** *(Wait for confirmation).*

(*Prospect*), **what are your goals once you graduate**? How will you use your degree? *(Wait for confirmation).*

**Perfect,** ourprograms have been designed for accelerated completion.

* *(****Prospect****),* Where do you currently work?
  1. **If they work**, proceed to ask about their position, goals,etc
  2. **If they do not work**, ask them how they plan to invest into their education
* *(****Prospect****),* academically tell me , **what is your highest level of education, completed?**... (Empower, motivate). Please**send me a copy for review after this call**,

I need to confirm you qualify for admissions into our well-respected institution.

* **And when did you complete your…** (*Highest level of education*)?
* *(****Prospect****),* what makes you stand out from other applicants? Or rather, what makes you the best candidate to be accepted and admitted to **AIU?** (Acknowledge, Empower, Motivate)……….

**Well,** *(Prospect),* based on your answers, every technical and fundamental factor is in your favor, because it looks like you have met the minimum requirements for admissions here at **AIU**, **Congratulations!** (Allow the prospect to show emotion).

*(Prospect),* we are acceptingmotivated students **like you into our (**Area of study**) program** this week and next week. **Are you ready to join us today or tomorrow?.**

(Last statement triggers a reaction, which would be to ask questions, answer them in a motivational manner)

**What is our strategy and goal with the script?**

Our strategy is to answer all questions in a motivational manner after “today or tomorrow” then wait for the cost question. Once the cost question is asked, get all the information below in order 1, 2 and 3 to close the prospect with the cost question. (*The cost question will come up since is the last step the prospect will take to move into enrolling with you*).

**Financial pre-qualification:** “Cost question” steps 1, 2 and 3 to close the sale.

* 1. How much can she/he afford in **tuition** (no less than $150 monthly): **$300**
  2. How much in **admissions/enrollment** fee (no less than $150): **$200**
  3. Admissions date: **Friday** (You must offer or get a **start date**)

**Admissions Documents:** End call-asking prospect not to forget to send a copy of highest level of education and CV/Resume. Let her/him know all paper work for admissions will be sent to prospect.

Paper work includes **acceptance to AIU**, **admissions letter** with the **new extended payment plan**, and **payment options** to make their admissions fee on start date.

With the above information, YOU will now, place the prospect into **Enrolling Status** in your PMS.

**Congratulations**, you have completed your **GOAL**.

**Watch this video on how to use the script effectively** >>>>> <https://youtu.be/ujb5XQESIU4>