

AC

AROUND THE WORLD

Miami, USA

THE SALES PITCH

Tone, pace
and language

TOOLBOX

Turn phone calls
into enrollments

MIRROR, MIRROR

Finding one's
purpose in life

PLUS: Top ACs • There is greatness in everyone •
Basic tools • Focused and productive • Outdoors

MAGAZINE FOR ADMISSIONS COUNSELORS
ATLANTIC INTERNATIONAL UNIVERSITY

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Each student is special

INTERVIEW WITH IRINA IVASHUK, ACADEMIC TUTOR AT AIU



Iryna Ivashuk is from Ukraine. She lives in Portugal and works in English, Spanish and Portuguese. She has been working at AIU for two and a half years, as an Academic Tutor and Administrative Assistant.

Why did you decide to work at AIU?

I am a mother of 2 beautiful kids, so I wanted to find a perfect job, where I could use all my knowledges and develop personally and professionally. At the same time, I wanted to adjust my schedule to the life of my kids. I was so lucky to find such a perfect place for myself. I have a great job

with great opportunities and wonderful and helpful colleagues.

Do you like your work?

I like to help students in achieving their goals every day. It makes me feel happy and useful.

How can you define a "recipe for success"?

In order to make my recipe successful, I add there a lot of attention, positive attitude and responsibility. We all want to receive good services and be well treated with good attention and attitude, so I try to treat people the way I would like to be treated myself. Each student is special and important, so I try to find the best way to help each one of them.

Why don't we all have the same results?

We all are different and have different demands to ourselves. I am very

demanding first of all to myself and I try to follow one rule: "Whatever you do, do your best!", I took this motto from Erich Segal.

How do you find the motivation to have good results?

It is simple. The thing is that reaching good results makes me feel good, so I do my job well to be happier every day.

What is a better tool: quantity or quality in calls?

I think both are important, because we want to reach all our students, and at the same time to give necessary attention to all.

What message would you send to new ACs?

Dear new ACs: please try to be very attentive, listen to all advices of your tutor and team leader, and make many calls every day to reach all your prospects and provide them the best services.

Share with us something you like about the place where you live.

Currently I live in Portugal, which is the 4th country where I have lived. It is a small but beautiful country, with many places of interest, beautiful beaches, delicious food and nice people.



Rio Duero, Oporto

Image: www.101wishes.com

TOP ACs

Do you know how many prospects you need to enroll one? Here are the Top ACs based in the number of enrollments and number of prospects required to do it. If your name is not at the top, you know you have to improve your efficiency.

Efficiency

Jaime Rotlewicz	Rina Lehnhoff
Alba Ochoa	Adesida Oluwafemi
Amalia Aldrett	Freddy Frejus
Emmanuel Gbagu	Samuel Olanrewaju
María Benavides	Edison Cruz
Catherine Gutarra	Leda Molinares
Veronica Amuz	Indra Guzmán
Sandra García	Ian Gutiérrez
Juan Mejía	Zareth Cerrillo
Jose Neuhaus	Luisa Villar
Janeth Hernández	Fernanda Rodríguez
Luiggi Donayre	Alonso Méndez
Amanda Gutiérrez	Lizbeth Guillermo
Margarita Blandón	Xinia González
Judith Brown	Joseph Udoka
Christian Soto	Inessa Bukreieva
Liliana Peñaranda	Amed Jacob
Sarita Amuz	Femi Owolabi
Ariadna Romero	Ibitoye Joshua
Gaby Befeler	Aligwo Nancy
Stephanie Figueroa	Chinagorom
René Córdón	Jessica García
Jenis García	Roberto Aldrett
Mariela Fuentes	Junko Shimizu
Ricardo Martínez	Rosario Villar
Graciela Oscoy	Keren Campbell
Anaís Rodríguez	Keren Feliciano
Vaishali Nariani	Gordon Esses
Rosenda Mejía	

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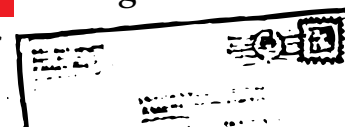
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MAILBOX

We want to hear
your ideas
and opinions!

aiumagazine@aiu.edu



There is greatness in everyone

INTERVIEW WITH **BEATRICE EJAETA AMIAKHOR**, ADMISSIONS COUNSELOR AT AIU



Beatrice is from Nigeria, where she lives. She is married with three children, and she works mainly in English, even though she writes emails in English, Spanish, Portuguese and French. Beatrice holds a Diploma in Marketing and Management from Nigerian Institute of Journalism and a Bachelor's Degree in Accounting from National Open University of Nigeria.

Why did you decide to work at AIU?

Because of my love for communication. I see in AIU an avenue where I could contribute my quota to affecting the lives of people around the world through education and in return earn a living and support my family.

My job gives me the opportunity to help people achieve their dreams of getting a better standard of education, thereby improving their of living, help their community and by extension, make the world a better place. Communicating with people is one of my passions and my job gives me the privilege of being paid for what I love doing. I also love my job because it gives me the opportunity of working from the comfort of my home.

How can you define a "recipe for success"?

The recipe for success is a combination of good planning, diligence, determination and self-motivation. There is greatness in everyone born of a woman, but it takes determination, patience and diligence to be able to bring out this greatness for the benefit of all. While

some are willing to go through the process of bringing out the hero in them, others never get to work on this.

Our attitude, what drives us, our motives and views also determine the outcome we get.

How do you find the motivation to have good results?

My motivation comes from both within me and around me. Within me because I enjoy what I am doing, I look forward each day to communicating with people and eventually helping them achieve their dreams, around me because of the support I get from my team leader, my tutor and fellow teammate. I see the number of enrollments and number of calls others ACs make and I tell myself: "I can do the same and better", that gives me the drive too.

What is better: quantity or quality in calls?

To me they are two sides of a coin, a combination of both is a fine recipe for success, meaning enrolling more students who understand what is required of them and are willing and able to follow through with the program they applied for and eventually graduate.



Abuja, Nigeria.

Image: Patrick Smith

While the quantity of calls gives you the possibility of helping more people get enrolled, the quality of calls also indicates you understand the process and you are able to effectively communicate same to the prospect.

What message would you send to new ACs?

Put your mind to it and search within yourself, you can do much more than you think. Use the tools around you, seek advice from your team leader and tutor, they

are loaded with experience.

Share with us something you like about the place where you live...

I live in Abuja, capital of Nigeria, the Giant of Africa, a place of beauty, with wonderful weather, beautiful places to visit. The parks, hills and mountains are wonderful sites to behold, likewise the beautiful people with diverse ethnic groups. I love the peace and serenity found in Abuja, it is unlike some other cities in Nigeria or around the world.

Turn phone calls into enrollments

BASIC TOOLS



Making calls seems so simple. Yet, less than 3% of calls turn into enrollments. Failing to follow best practices in this area is costly. After all, AIU is spending marketing dollars in order to generate the prospects. Here are some of the best practices to keep in mind:

1 Ensure that prospects connect with a human being.

Most people want to talk to a live person who can quickly answer their questions. Emails, Voicemail and IVR systems are impersonal and inflexible and leave a poor first impression. Call all your prospects.

2 Don't dawdle –but don't rush– to answer. Ask what you need and answer only what you are required.

3 Greet prospects properly. This salute includes three elements: **1.** A brief salutation mentioning **Atlantic International University**. **2.** Telling prospects your own name. **3.** Explaining the reason of your call.

4 Don't read from a script. This comes across as insincere and impersonal. It's fine to use points to guide the conver-

sation, but not to read them word for word.

5 Use the prospect name, but not too often. Since you know the prospect name, use it periodically when addressing him or her. There is no word in existence that people like hearing more than their own name and using it intermittently in the conversation will help to establish a connection by letting them know you think they're important enough to remember their name. But be careful not to seem manipulative by overdoing it.

6 Avoid closed-ended responses. Responses limited to "Yes, No or Sure" don't fuel further conversation. Instead, follow up with further information or questions in order to sustain the conversation and boost the odds of establishing a connection.

7 Be sure you understand what the prospect wants. If you need, paraphrase or restate your understanding of the issue back to him using his own words. Then ask him to confirm that you've understood correctly. This will help avoid embarrassment and wasted time and energy, as

well as making the prospect feel that he has been heard.

8 Be as positive as possible. Most people gravitate to "can do" people and are repelled by "can't be done" types. We'd rather forge a relationship and choose a university that we believe can and will fulfill obligations, and a positive outlook dramatically impacts our assessment of those abilities. One way to create a positive impression is to take the time to smile before answering. This will release endorphins in your body that will impact your attitude, which the prospect can often detect subconsciously.

9 Never lose your temper. If you feel that you are about to lose your way, tell the prospect that you will call back later. Have time to think about how best way to respond to this particular prospect.

10 Sum up any actions you've agreed upon. Close each phone call by spelling this out in specific terms. This agreement is the first commitment from the client, and in most sales cycles, the first commitment is the most difficult. Successive commitments become easier to achieve.

Tone, pace and language



Image: www.thespruce.com

You only have a few seconds to make a positive impression. That's where the use of good tonality, pace and effective language comes in.

A telemarketing call and caller need to be:

- Enthused, motivated and

motivating for the recipient

- Interesting
- Quick to the point
- Engaging
- Confident and authoritative
- Relevant
- Compelling
- Focused on the prospect's

needs, not your products

Tone

Research shows that human communication is 55% visual, 38% tone and only 7% words. In other words, it aint what you

say, it's the way that you say it. Given that we lose the visual aspects on the phone, your tone now accounts for 84% of your impact. Are you dull and monosyllabic or engaging and passionate?

Pace

It is said that the average speaking voice is 140 words per minute. How do you think the prospect feels if they speak carefully and slowly yet you talk as if you're spraying them with a fire hydrant? Pace is important to help you build rapport so listen carefully and try to match pace.

Language

Do you use strong words that convey conviction or wishy washy words that take the prospect nowhere? Use energising powerful words like huge, massive, significant, dramatic, ground-breaking to emphasise your credentials. That's assuming you can justify it of course! So, you can say

- We do a huge amount of work with...
- We've done ground-breaking work with...

- We get a massive number of enquiries about...
- Our students tell us that our service is genuinely unique... You have very little time and the bulk of what you say is lost. Make your words count.

Language mirroring also supports rapport building. Don't overdo it. But good use helps you develop that relationship. For example, some time ago, a prospect of mine said he couldn't speak and asked me to give him a 'tinkle' the following Tuesday. When I called back I said 'Hi John, it's Jonathan from (company name). You asked me to give you a tinkle today!'

It sounds better to your prospects and makes them feel more comfortable as they will relate to you better and we all know that people still buy people.

Make sure you are motivated. Ensure you convey authority and confidence. Use powerful evocative words. Match tone but make it 'sound' compelling. And watch your pace. If you couple this with good questions and active listening, you will achieve much more from your telemarketing calls.

Read full text: <https://www.gsa-marketing.co.uk/use-of-good-tone-pace-and-language-in-a-telemarketing-call/>

Miami



Country: United States of America
State: Florida
Land: 35.99 sq mi
Population: 453,579 (2016 estimate)
Demonym: Miamian
Climate: Tropical monsoon
Elevation: 6 ft
Highest elevation: 42 ft
Time zone: Eastern EST (UTC-5) Summer (DST) EDT (UTC-4)
Area codes: 305 and 786
Website: miamigov.com

Brief History. The Miami area was inhabited for thousands of years by indigenous Native American tribes. In 1566 admiral Pedro Menéndez de Avilés claimed the area for Spain. Spain and Great Britain successively controlled Florida, and Spain ceded it to the US in 1821. In 1836, the US built Fort Dallas as part of its development of the Florida Territory and attempt to suppress and remove the Seminole people.

Miami was officially incorporated as a city on July 28, 1896. It was named for the nearby Miami River, derived from Mayaimi, the historic name of Lake Okeechobee.

Geography. Miami and its suburbs are located on a broad plain between the Florida Everglades to the west and Biscayne Bay to the east, which also extends from Florida Bay north to Lake Okeechobee. The Gulf Stream, a warm ocean current, runs northward just 15 miles off the coast, allowing the climate to stay warm all year. Beneath the plain lies the Biscayne Aquifer, a natural underground source of fresh water that extends from southern Palm Beach County to Florida Bay. Most of the western fringes of the city extend into the Everglades, a subtropical marshland.

Economy. Miami is a major center of commerce, finance, and boasts a strong international business community. It is a major television production center, and the most important city in the US for Spanish language media. Miami International Airport and PortMiami are among the nation's busiest ports of entry, especially for cargo from South America and the Caribbean. Tourism is an important industry. Along with finance, the beaches, conventions, festivals and events draw over 38 million visitors annually.

Social aspect. The United Nations estimates that the Miami Urban Agglomeration is the 44th-largest in the world. The 2010 US Census reports that of the Latino population in Miami proper, 34.4% of those were of Cuban origin, 15.8% shared a Central American background, 8.7% were of South American descent, 4.0% had other Hispanic or Latino origins, 3.2% descended from Puerto Ricans, 2.4% were Dominican, and 1.5% had Mexican ancestry. Those of African ancestry accounted for 19.2% of Miami's population.





Culture. In addition to such annual festivals like Calle Ocho Festival and Carnival Miami, Miami is home to many entertainment venues, theaters, museums, parks and performing arts centers.

The city attracts a large number of musicians, singers, actors, dancers, and orchestral players. Miami has numerous orchestras, symphonies and performing arts conservatories.

Miami is also a major fashion center, home to models and some of the top modeling agencies in the world.

Miami music is varied. Cubans brought the conga and rumba, while Haitians and the rest of the French West Indies have brought kompa and zouk.

Dominicans brought bachata, and merengue, while Colombians brought vallenato and cumbia, and Brazilians brought samba. West Indians and Caribbean people have brought, reggae, soca, calypso, and steel pan to the area as well.

The cuisine of Miami is a reflection of its diverse population, with a heavy influence especially from Caribbean cuisine and from Latin American cuisine.

The Miami area has a unique dialect, (commonly called the "Miami accent") which is widely spoken.

Miami is also known for its seafood, with many restaurants located along the Miami River, and in and around Biscayne Bay.



Sports. Miami's main four sports teams are the Miami Dolphins (National Football League), the Miami Heat (National Basketball Association), the Miami Marlins (Major League Baseball), and the Florida Panthers (National Hockey League). As well as having all four major professional teams, Miami is also home to the Major League Soccer expansion team led by David Beckham, and the home of many college sports teams.



Transportation. Miami International Airport caters to over 35 million passengers a year. Port-Miami is the largest cruise ship port in the world, often called the "Cruise Capital of the World" and the "Cargo Gateway of the Americas". Public transportation in Miami includes commuter rail, heavy-rail rapid transit, an elevated people mover, and buses. Miami's road system is based along the numerical "Miami Grid".



Education. Public schools in Miami are governed by Miami-Dade County Public Schools, which is the largest school district in Florida and the fourth-largest in the United States. Miami is home to some of the nation's best high schools. Miami is home to several well-known Roman Catholic, Jewish and non-denominational private schools. Miami has over 200,000 students enrolled in local colleges and universities.



Ikigai

The art of finding one's purpose in life



In Japan, a term describes the search for the meaning in one's life. It's called ikigai. A review of the concept and its meaning may provide simple but essential information to better understand our own transits through the world.

The word ikigai results from a combination of two concepts: iki which means "life" and gai

which, broadly speaking, might be translated as "value." By its own turn, gai derives from the word kai, meaning "shell," and recalling the marine objects then so highly prized.

An idea like "the value of a life" might sound, at first, both grandiloquent and difficult to assimilate. But in Japanese, what we call "life" is described

by two very different terms: jinsei, meaning "life," and seikatsu, which refers to "daily life." The concept of ikigai refers specifically to seikatsu, and this may help us both to better place the concept and to understand it as that which gives meaning to our everyday lives. Understood this way, ikigai could be a hobby, a job or, for example,

the task of raising a child. In Japan, the term refers, then, to the sum of small pleasures and which, together, give meaning to our lives.

Those who've explored the concept in the West, have taken it to a more practical place, relating it to the work we do and how that may or may not be a source of personal satisfaction. This is why this concept has been used profusely by businesses and in educational courses for the employees of large corporations. For the Japanese, ikigai doesn't necessarily concern the way we earn a living. For Westerners, the concept has come to be defined as the act of finding a job which gives meaning to our lives, at the intersection of what one loves and what one knows how to do, also a job that is the source of one's income.

For other scholars of the concept, such as the National Geographic writer and explorer **Dan Buettner**, ikigai is a source of longevity. In a Ted Talk on the world's Blue Zones –places where the numbers of centenarians are most highly concentrated– **Buettner** states that

one reason residents of the Japanese island of Okinawa live longer (an average age of 87 years in women and 81 years in men), beyond their healthy eating habits, is that their ikigai is very clear. The elderly feel a duty to share their wisdom with younger generations. This responsibility is their reason to live, transcending a person's importance and resulting in a generous act which gives them the strength to get up every morning.

Finding the value in one's life involves a deeply personal, courageous process. It's an exploration that may take a long time and which may even constitute the highest search toward which a person might aspire. Thus, the concept of ikigai (whether by the definition of the East or the West) invites us **to look for what we love and to not let it go** (a bit of advice once spoken of by the mythologist **Joseph Campbell**). Perhaps finding the value in what we do as something transcendent can only ever result in a fuller life, and (then maybe even) in a longer one, too.

Read full text: <http://www.faena.com/aleph/articles/ikigai-or-the-art-of-finding-ones-purpose-in-life/>

Focused & productive



Image: www.thespruce.com

1 Once you're up and about, have a good breakfast. Remember, you don't have to rush to catch a train, bus or hop in a car. Fuel yourself until lunchtime so you're not tempted to snack.

2 We know you're not at the office but this tip is golden. Make yourself presentable and leave your home –take a short walk to get a coffee/news-paper etc. When you return, imagine you're entering your office. If you want to work like

you're in an office then treat your home like one.

3 Draw up a quick list of all the distractions you could be doing if you were at home. Like watching TV, playing video games, reading, catching up with friends etc. Keep this list somewhere you can see it during the day –this is your reward once your work day is over.

4 Get started 30 minutes early and let your team or team leader know that you've begun

work for the day. It shows a willingness to get things done. Remember, colleagues can't see you so small, recognisable actions will go a long way to keep you in people's minds.

5 It's lunchtime! There's no need to queue up for a sandwich or make small talk with people at your desk. Move away from your laptop, sit down and enjoy whatever you fancy. Put your feet up and relax. It's your break so do what you like with it.

6 Keep yourself hydrated at all times and have something nutritional nearby to maintain your concentration levels. Nuts are great for this but research what works best for you.

7 Have the radio or some music on in the background so you don't feel like you are alone. Of course, if you have a busy household you might be looking forward to some peace and quiet so make sure everyone around you knows when they can and can't disturb you.

8 Before thinking about ending for the day –communicate with your colleagues. Is there anything else you can do? Is there anything they need? Ensure nothing is left to chance before you log off for the day.

9 And relax. Well, maybe not quite yet. Log out, pack up –whatever you need to do to finish for the day. Leave no trace of work that will tempt you to return.

Now take a deep breath, remember that list from point 4? **Go ahead, you've earned it.**

Source: www.monster.co.uk



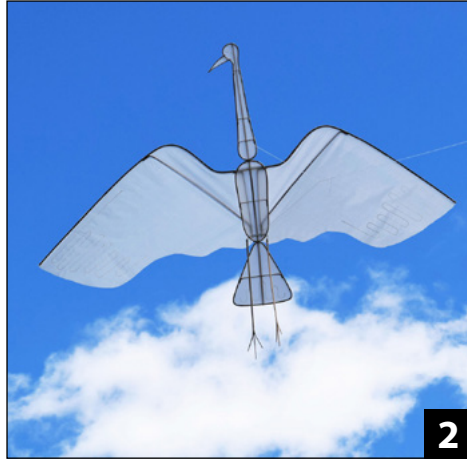
The best pet

Back in the 70s, annoyingly enterprising ad exec Gary Dahl hit upon the idea of marketing rocks as pets. Yes, rocks. You can scoff but his amusingly packaged Pet Rocks sold by the bucketload, making him a millionaire. Fast forward thirty-five years and the Pet Rock is back, but this time it's USB-friendly.

Well, sort of, because the USB Pet Rock is merely a rock on a USB cable –it doesn't actually do anything. Not a sausage. Zero. Nada. Zip. But that's what makes it the perfect desktop pet: no walking, feeding or poo pick-ups required. Simply put it on your desk, plug in and relax. www.firebox.com



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2



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4



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Outdoors

1. **Bonsai forest growing kit.** Bring nature and tranquility to your life.
2. **Crane kite.** Graceful bamboo and silk kite.
3. **Stingray tree tent.** Secured between three trees, the waterproof tent elevates you above the ground.
4. **Palissade outdoor chair.** Can withstand any weather condition. By Ronan and Erwan Bouroullec.
5. **High-back patio bench.** Made out of wood that is rot-proof and indigestible to insects.
6. **Midcentury birdhouse.** Constructed of molded walnut plywood veneer.
7. **Toy Bowling Set.** Turn any room in your home, or your backyard, into a vintage bowling alley.
8. **Luminoodle.** Create a festive mood anywhere with this waterproof, color-changing LED rope light.
9. **Barrow fire pit.** Wheelbarrow and grill.
10. **Sparkr Flashlight & Electric Lighter.** An electric, windproof lighter on one end and an LED combination flashlight and lantern on the other. STOREMOMA.ORG



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