

**Excerpts, selected by the HELP Committee, from a larger document**  
**produced by the company**

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## SECTION V

### COMMON OBJECTIONS AND RESPONSES



The vast majority of all inquiries to the college begin with the prospect asking questions about a specific career. The phone script is designed to address those questions. However, representatives can expect to receive some inquiries that begin with much tougher questions to answer. Listed below are some of the tough questions with a variety of recommended responses. Prospects that make the requests that are mentioned below are usually wary and require a great deal of rapport building in order to schedule the appointment. If you take special care with these prospects, they will respond to your direction. There is no single right way to respond to these objections or concerns. The following examples will give you a good sense of how to respond:

**1. OBJECTION: “JUST SEND ME A BROCHURE.”**

“John, I will be happy to send you a brochure. Could I have your mailing address? (Take the mailing address and then make the following response): John, to be perfectly honest, more times than not, a brochure is going to raise more questions than provide the answers you need to make an intelligent decision about your future. Could you tell me why you are requesting a brochure?” (Proceed with phone script).

**2. OBJECTION: “I ONLY WANT BROCHURES SENT TO ME.” [ALTERNATE RESPONSE]**

“I’ll be glad to send you a brochure. But, you know Sandy, whenever I send brochures to people, they find that the information we sent out did not really answer all their questions and so they decide to go ahead and come into the school. I know you must have a lot of really important questions. Don’t you think you owe it to yourself to get all the answers? I’m currently setting appointments for today and tomorrow, which would be better? Morning or afternoon? 1:30 PM or 3:30 PM? Great! I look forward to seeing you.”

3.

**OBJECTION: “JUST SEND ME SOMETHING IN THE MAIL.”** [ALTERNATE RESPONSE]

“I can see how you feel about wanting the information mailed before setting an appointment. Many of my other students felt the same way, but what they found was the literature I sent was very general in nature and really did not answer all the questions they had. So this is the reason I normally suggest that we set a time so you can come by and visit the campus and get a good feel for the school as a whole. Mary, don't you think it will be worth a little bit of your time to get all the information you're looking for? I have some time available late this afternoon. How about coming over at 4:30 PM?”

4.

**OBJECTION: “SEND INFO – I'D RATHER HAVE INFORMATION SENT TO MY HOME THAN SET AN APPOINTMENT.”** [ALTERNATE RESPONSE]

“Debbie, I understand how you feel. I talk to people everyday about our programs and some have felt the same as you. What they have found is that by visiting our campus, they get to see first-hand the equipment our students are trained on, plus have the opportunity to get specific answers to important questions. By the time you leave our campus, you will know exactly what steps you need to take in order to work as a Medical Assistant. Now, I'm setting appointments specifically for our medical programs...”

5.

**OBJECTION: “I'M CHECKING OUT ALL THE SCHOOLS AND JUST WANT SOME GENERAL INFORMATION.”**

“That's great; I can certainly understand that you want all the information to make the right choice. Most people I talk to find that they need to visit schools in order to make the best decision for themselves. I'd like to suggest that you come down and visit our campus so that you can gather all the information you'll need to make a good decision. How does that sound?”

6.

**OBJECTION: “HOW MUCH DOES IT COST?”**

“John, the cost of the program will vary depending on several factors. Is your question really how much is it going to cost you in out-of-pocket dollars? (Response). In order for me to answer the question, first we would have to determine the right program for you. Second, we would have to determine what time-frame you expect to complete the program (only true if credit hour charging is used); and finally, the Student Finance office would determine the types of financial assistance you may be eligible for. Could you tell me why you are asking about the cost?” (Proceed with phone script).

7.

**OBJECTION: “CAN YOU TELL ME THE COST OF YOUR COURSE?”**

[ALTERNATE RESPONSE]

“If you’re like most people I talk to, you’re probably more concerned with how you can pay for school vs. how much it costs. There are a variety of financial assistance programs that make it very affordable to attend college. Would you be interested in finding out more about them?”

8.

**OBJECTION: “DO YOUR CREDITS TRANSFER?”**

“John, we are not a preparatory college. Our programs are designed to be terminal in nature. What I mean by that is we will provide you with the education, training, and skills necessary to get you in the job market as soon as possible with the skills necessary to perform the job. You will earn a diploma or degree in your field of study. However, in the event you may want to transfer your credits to another institution, you will need to ask the receiving institution that question. You should do this before you enroll with us. In all candors, in most cases your credits will probably not be transferable to any other college or university. For example, if you entered our school as a freshman, you will still be a freshman if you enter another college or university at some time in the future even though you earned units here at our school. I can tell you that our policy is that we accept credit from all accredited colleges provided if it falls within your area of study and you have maintained a grade of C or better. John, are you looking for a prep college or a college that will give you the education and training necessary for immediate employment?”

9.

**OBJECTION: “ARE YOUR CREDITS TRANSFERABLE?” [ALTERNATE RESPONSE]**

“I can understand why you are concerned about the transferability of credits. Some of our students initially ask about credit transfer. In all candor, in most cases your credits will probably not be transferable to any other college or university. For example, if you entered our school as a freshman, you will still be a freshman if you enter another college or university at some time in the future even though you earned units here at our school. Of course, if for some reason you want to transfer your credits to another college, before you enroll with us you should ask the receiving institution if they’ll accept our credits. There are two important points to remember: First of all, our programs have been designed to take the students straight into the job market at the end of their program. Second, we place a great deal of emphasis on what the employer will require rather than on what would be needed to transfer to another college. Can I ask you why you are asking about credit transfer?”

10.

**OBJECTION: “I JUST WANT TO THINK ABOUT IT.”**

“John, I understand what you are saying. I am like that myself. This is an extremely important decision you are about to make and if you are like me, you want enough information to make an intelligent decision. Right now, you do not have enough information to do that and frankly, I cannot give you enough information by phone to help you. A career consultation is designed to give you all the information you will need to make that decision. Doesn't it make sense to get as much information as possible so you can return home with the facts you will need to make a good decision?” (You should include the last question to overcome the prospect’s fear of coming in. This question is designed to take pressure off the prospect by telling him that he can return home to make the decision).



## SECTION VI

### PHONE SCRIPT

**REP:** "Hello, Mary. My name is Betty Johnson. How may I help you today?"

**PROSPECT:** "I just wanted to get some information about your paralegal program."

**REP:** "I'll be glad to help you. Is this information for yourself?"

**PROSPECT:** "Yes it is."

**REP:** "Could you spell your last name for me and could I get your present mailing address?"

**PROSPECT:** "Sure. My last name is spelled WESTON and my address is 2374 Stillman Road, Apartment 3A, Tampa, Florida, 33614."

**REP:** "Could I have your home phone number for our records?"

**PROSPECT:** "Yes, it is 372-5111."

**REP:** "Thanks, Mary. You're checking into a great career field. Do you know someone who works as a paralegal?"

**PROSPECT:** "Not exactly, but I do have a friend that is a legal secretary and their office has three paralegals who work there."

**REP:** *"I see. I assume your friend has told you a little about what paralegals do. Is that right?"*

**PROSPECT:** "Yes. She said that they get to do a lot of really interesting things working with lawyers, and the pay is good."

**REP:** *"Well, your friend is right. There are great opportunities in the paralegal profession and, it's one of the fastest growing occupations in the country. The program that we offer here is outstanding and we've been really successful in helping many of our graduates find great jobs. Are you interested in working in a law office?"*

**PROSPECT:** "I'm not really sure. Right now, I just wanted to find out more about it."

**REP:** *"I understand. Are you presently working?"*

**PROSPECT:** "Well, yes. I work at a convenience store in my neighborhood."

**REP:** *"I see. Do you have any children?"*

**PROSPECT:** "Yes. I have a two-year-old little girl."

**REP:** *"It sounds to me like you have two full time jobs! What's your little girl's name?"*

**PROSPECT:** "Katie."

**REP:** *"That's a beautiful name. I'll bet you are proud of her, aren't you?"*

**PROSPECT:** "Yes I am."

**REP:** *"Mary, could you tell me why you've decided to find out more about the paralegal field at this point in your life?"*

**PROSPECT:** "Well, my mom and I were talking the other night and, since I had Katie, I just don't seem to have enough money to make ends meet. I haven't been to college before, so finding a decent paying job is really tough. I know I'm probably going to have to go to college to get a good job. I saw an ad in the paper about the paralegal program that you offer and I just thought I would get some information about it. I really don't know if I can afford it though."

**REP:** *"I understand. But I'm sure that we'll be able to help you solve that problem. You know, we help people just like you everyday. Most of our students are adults who are returning to school. And, they're doing it for the same reason you are - they want a brighter future for themselves and their kids. You seem serious about this. May I make a suggestion that I believe would be very helpful?"*

**PROSPECT:** "Sure."

**REP:** *"In order for me to give you all the information you need, I'd like to set up a time for you to visit me here at the college. When we sit down together, I'll give you a lot of information about the paralegal field and the features and benefits of our college. I'll introduce you to Mrs. Myers in the Student Finance department. She'll be able to show you all of the options that are available to you to help finance your education. We can take a brief tour of the campus and I can answer any questions you might have. Does that make sense to you?"*

**PROSPECT:** "Yes, I guess so."

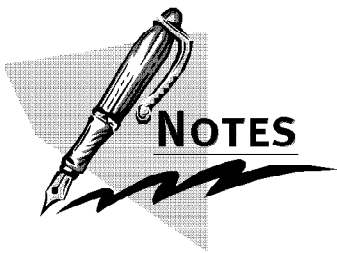
**REP:** *"By the way, are you married or single?"*

**PROSPECT:** "I'm single."

**REP:** "OK. Well Mary, you've got a lot of responsibility on your shoulders and getting into a new career sounds like the right step for you to take. I could schedule you for either 6:30 tonight or 7:30. Which would you prefer?"

**PROSPECT:** "Gee. I can't make it at all tonight because I don't have a baby-sitter. I could probably do it tomorrow night at 6:30."

**REP:** "Tomorrow night would be just fine. If you can't find a sitter for Katie, just bring her along. I love little kids and we've got some toys for her to play with while you and I talk. Mary, why don't you get a pencil and paper and I'll give you directions to the college."



## COMMON OBJECTIONS AND RESPONSES

Let's take a look at an inquiry call where the prospect begins by saying, "I just want a brochure."

**REP:** "Sure. I'll be happy to send you a brochure. Could I have your mailing address please?"

**PROSPECT:** "Sure. 202 West High Street, Pittsburgh, Pennsylvania 34576."

**REP:** "Thanks. Mary, to be perfectly honest, more times than not, a brochure isn't going to give you enough information about your career choice or our college to make an intelligent decision. It's simply an overview without any details. Could you tell me why you're interested in receiving a brochure?"

In our next example, let's see how you would deal with a prospect, who asks, "How much does it cost to go to school there?"

**REP:** "Mary, the cost of the program will depend on several factors. Is your question really how much is it going to cost you in out-of-pocket dollars to attend our college?"

**PROSPECT:** "Yes."

**REP:** "In order for me to answer the question, first we would have to determine the right program for you. Second, we would have to determine the time-frame to complete your program and finally, the Student Finance office would have to determine what types of financial assistance you may be eligible for. Could you tell me why you want to know the cost of our programs?"

**The third example deals with prospects who ask, “Do your credits transfer?” Degree-granting colleges get this question often. Let’s observe how a skilled representative handles this question.**

**REP:** *“Our programs are designed to be terminal in nature. What I mean by this is we will provide you with the education and training necessary to prepare you for immediate employment upon graduation. You’ll earn a diploma or degree in your field of study. However, in the event you may want to transfer your credits to another institution, you’ll need to ask the receiving institution that question. I can’t tell you what their policy might be because every institution sets their own policy regarding credit transfer. Mary, could you tell me why you are asking if our credits transfer?”*

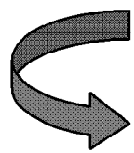
**There is one more objection to cover at this point. This objection comes at the end of the phone call after you’ve tried to set an appointment. Typically, right after you’ve suggested setting the appointment, the prospect states, “I just want to think about it.”**

**REP:** *“I understand what you’re saying. I’m like that myself. This is an extremely important decision that you’re considering and if you’re like most people, you’ll want enough information to make a good decision. Right now, you don’t have enough information to do that. And frankly, I can’t give you enough by telephone to help you. The reason that I’m inviting you in is so that I can provide you with everything you’ll need to know in order to make a sound decision. You can then take all of this back home to review. That’ll give you plenty of time to think it over. Does that sound fair enough?”*

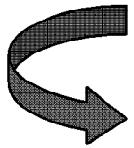
# Interview Flowchart

## The Ten Steps

*The purpose of the interview is to give prospective students enough positive information about their career choice and about your college so that they can make an intelligent decision about their future.*



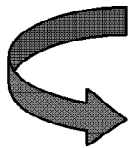
**Prepare your handouts  
(career and college information) and let's get started!**



**WARM &  
FRIENDLY  
GREETING**

**Step I**

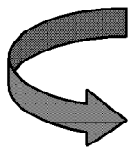
- Use effective verbal and non-verbal skills.
- Describe what will happen today.



**RE-  
ESTABLISH  
RAPPORT**

**Step II**

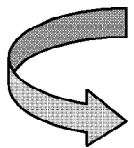
- Use questionnaire to determine the prospect's situation.



**DETERMINE  
NEEDS**

**Step III**

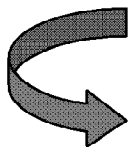
- Use fact-finding and open-ended questions.
- Problem solve.
- Interactively affirm needs & goals



**PROVIDE  
CAREER  
INFO**

**Step IV**

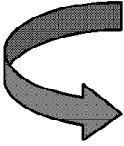
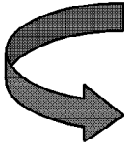
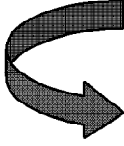

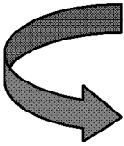
- Career data
- List of employers of graduates
- Newspaper ads showing demand
- Advancement opportunities
- Income range



**PROVIDE  
COLLEGE  
INFO**

**Step V**

- Describe features & benefits
- Build value
- Discuss accreditation
- Review class schedules

	<b>TOUR OF THE CAMPUS</b>	<b>Step VI</b>	<ul style="list-style-type: none"> <li>• Use assumptive selling and trial closes</li> <li>• Show student self-help centers (i.e., tutorial assistance and ride sharing)</li> <li>• Show job placement boards</li> <li>• Show various computer rooms and labs</li> </ul>
	<b>PROVIDE STUDENT FINANCE INFO</b>	<b>Step VII</b>	<ul style="list-style-type: none"> <li>• Explain tuition</li> <li>• Describe entrance requirements</li> <li>• Describe financing options</li> </ul>
	<b>FINAL CLOSE</b>	<b>Step VIII</b>	<ul style="list-style-type: none"> <li>• Summarize needs &amp; career solutions</li> <li>• Reaffirm college as the solution</li> <li>• Ask for enrollment</li> </ul>
	<b>PAPER WORK</b>	<b>Step IX</b>	<ul style="list-style-type: none"> <li>• Begin application/enrollment process</li> <li>• Bring student to Finance for preliminary estimate</li> <li>• Schedule all return visits</li> <li>• Re-affirm commitment</li> <li>• Congratulate applicant</li> </ul>
	<b>REFERRALS</b>	<b>Step X</b>	<ul style="list-style-type: none"> <li>• Ask for referrals</li> </ul>

*The final person the new applicants should talk with is your Director of Admissions. This meeting, called a **second close**, will last just a few minutes. When the second close is complete, tell the new applicant you will be in contact with them. **Thank them, tell them you enjoyed meeting them, and that you look forward to them getting started!***



## SECTION III

### INTERVIEW SCRIPTS

#### DIPLOMA SCHOOLS

**REP:** *"Linda, the reason I invited you in today is to determine if our college and the medical field are right for you. Should we decide this college and the medical field meets your needs and that you meet the college's admissions criteria, I want you to know I will do everything I can to get you started as soon as possible. In order for me to do this, I'll need to ask you a few questions to better understand your situation. I'd also like you to tell me a little about your ambitions and your motivation in pursuing a new career. Then, we're going to talk about our Medical Assisting program and what our college offers to assist you in reaching your goals. After that, we'll take a brief tour and I'll answer any questions you may have. Does that sound OK to you?"*

**PROSPECT:** "That sounds fine."

**REP:** *"I was looking over my notes from our phone conversation and I see that you have been interested in changing careers for some time. Tell me why you decided to pursue it now?"*

**PROSPECT:** "Well, like I said before, I work in retail and it just doesn't offer the challenge I am looking for. I really don't have any place to go in that kind of job."

**REP:** *"I see. Well, can you tell me what's important to you in a career?"*

**PROSPECT:** "My hours right now are really bad, so I'd like to have better working hours, I'd like to make more money, and I'd really like to get into something that I enjoy doing."

**REP:** *"It sounds like you're looking for what most people are looking for; a job that they enjoy and can advance in. When we spoke earlier you mentioned you worked at Largent's Department Store. Tell me a little about what you do there at Largent's."*

**PROSPECT:** "I work in the sportswear department as a sales clerk."

**REP:** *"How long have you been working there?"*

**PROSPECT:** "Let's see... just about four years."

**REP:** *"You've been there a while. Tell me what you don't like about your job that's caused you to want to make a career change."*

**PROSPECT:** "It really isn't much of a challenge and I don't have the opportunity to advance. I never know how many hours I will work each week, so making plans with my family is impossible."

**REP:** *"That's pretty typical with most retail jobs, so I can certainly understand why you want to do something different. When we talk about what the medical field has to offer, I think you're going to like what you hear. Did you tell me that you have two little girls?"*

**PROSPECT:** "Yeah. Amy is three and Jenny is five."

**REP:** *"I have two kids myself, so I would imagine it is tough working odd hours with two little ones at home."*

**PROSPECT:** "It is really hard. I can never make plans to do things with them. My husband is not happy about my work hours either."

**REP:** *"I certainly understand. What type of work does he do?"*

**PROSPECT:** "He works for the power company. He has been there about four years and really likes his job."

**REP:** *"That's great, Linda. You know, a lot of studies have been done that show that most people rank job satisfaction above income in terms of what's important to them. Do you still plan to work while you attend college?"*

**PROSPECT:** "Yes, I need to. We really need my income also."

**REP:** *"I understand. Actually, the way our class schedules work you shouldn't have any problem balancing a work schedule as well. Many of our students work and go to college at the same time. We certainly understand the challenges you face. Now, you are going to have a certain amount of homework and studying to do. Do you think you'll have enough time to do all this since you will be working and going to school at the same time?"*

**PROSPECT:** "Yes. My mother-in-law will help me at home so I will have the time to study."

**REP:** *"Terrific! That's going to be a great help to you. Tell me a little about your past education. Did you complete high school or earn your GED?"*

**PROSPECT:** "I graduated from high school six years ago."

**REP:** *"What about any college work? Have you been in college before or been involved in any training programs?"*

**PROSPECT:** "I haven't been to college, but I have taken some customer service training with Largent's."

**REP:** *“Customer service courses are great. Almost every job in today’s market requires a certain amount of customer service skills. Customer service is especially important in the medical field because you’ll meet and talk with so many patients with various medical problems. Is there a reason you did not go to college in the past?”*

**PROSPECT:** “Well, at the time, I needed to make some money and working in retail didn’t require college.”

**REP:** *“I understand. You mentioned a little bit ago not having enough time for your family. I take it that this is a priority in your life right now?”*

**PROSPECT:** “Yes, it is. I need a full-time job with regular hours so I can be there to make dinner or play with the kids.”

**REP:** *“What about your husband? Does he support your decision to change careers?”*

**PROSPECT:** “Oh yes. He’s really tired of my work schedule.”

**REP:** *“Well, I’m sure having his support will make this much easier for you to pursue. Are you currently making enough money in your job at Largent’s?”*

**PROSPECT:** “Actually, the pay is not that bad, but like I said, I have very little quality time to spend with my family. As the girls get older, I want to be able to plan time with them.”

**REP:** *“So I guess having a full-time, good paying job that you really enjoy, with regular hours, which would allow you to spend time with your family sounds pretty good to you about now?”*

**PROSPECT:** “That sounds great!”

**REP:** *“Linda, I certainly understand your dilemma and I think you’re making the right decision to go back to school and train for a new career. Tell me how you became interested in the medical field?”*

**PROSPECT:** “I have always been interested in working in a medical office. I have a friend who is a medical assistant and she says she really enjoys it. She’s only been there a few months and she’s already been promoted. It seems pretty interesting and I would love to work her hours.”

**REP:** *“Well, your friend has probably already told you a lot about working in a medical office. It does offer tremendous opportunities. I know this is a tough question but let me ask you this. Where would you like to see yourself professionally three years from now?”*

**PROSPECT:** “Gosh! Let me see. Well, I want to be in a full-time career that I can advance in. I’d like to be happy doing my job every day, and I’d like to have time to enjoy my family. Oh! And I need to make a good income too!”

**REP:** *“Well Linda, I think you’re going to really like being a Medical Assistant because it fits right into what you just told me.”*

**REP:** *“Linda, it’s obvious to me you’ve given this a lot of thought. Is your manager at Largent’s aware that you plan to attend college?”*

**PROSPECT:** “I spoke to her about it last week and she said I could adjust my hours and work evenings and weekends.”

**REP:** *“Good! So you are interested in attending class during the day?”*

**PROSPECT:** “Yes. On the days I would work, I’d have to be there by four in the afternoon, but otherwise my days are free.”

**REP:** "OK, that seems like it should work out. Now, have you thought about child care for the girls while you are in college?"

**PROSPECT:** "Well, my mother-in-law lives with us and if she is busy, my neighbor will watch the kids for us if my husband isn't home."

**REP:** "That's great! Child care is a big issue for anyone going back to school. You need to be comfortable that your kids are in good hands so that you don't have to worry about them. You had mentioned your husband disliked your working hours. Is he going to be OK with you working and attending college at the same time? I mean, have the two of you talked this over and considered that the family will have to make some sacrifices in order for you to reach your goals and start a new career? You know, there could be times he is going to have the girls all to himself while you work evenings."

**PROSPECT:** "Yeah, I know. We've talked about this a lot and actually he's great with the kids. He says he will support me and help out as much as possible. My mother-in-law will also be there to help."

**REP:** "It sure sounds like you've both given this a lot of thought. By the way, is your car pretty reliable in order for you to get back and forth to class?"

**PROSPECT:** "I think we're in pretty good shape there. My husband and I both have cars, so that should not be a problem."

**REP:** "What I'd like to do now is share some information about a career as a Medical Assistant with you. OK? Medical Assistants may work in all areas of a medical office. In the back office, they take vital signs, EKG's, give injections, draw blood, prepare the patient and assist the physician in examinations. By the way, I guess I should ask you here if the idea of giving injections or drawing blood makes you uncomfortable at all?"

**PROSPECT:** "I don't think so. In fact, I have always been interested in learning how to give an injection. Besides, my friend told me that she started by giving injections to oranges!"

**REP:** *“Well, that’s generally true. Many instructors will get you started that way. As long as you don’t faint at the sight of blood you’ll be OK. (Said with humor). Medical Assistants may also work in the front office. They organize and maintain files, schedule appointments, prepare charts, handle insurance billing, call for authorizations when needed, and handle the day-to-day flow of business. In today’s automated medical offices, the ability to use a computer is really important for a well-trained Medical Assistant. Well, what do you think so far? From what I have described here, does this sound like the type of position you think you’d really like?”*

**PROSPECT:** “Yes, it sounds very interesting, but I don’t have any computer skills.”

**REP:** *“You don’t have to worry about that because training you to use a computer is our job. In fact, most of our new students lack computer skills when they begin. We’ll talk more about the training later. Can you picture yourself working in a nice medical office environment?”*

**PROSPECT:** “Yeah. I think I’d really like that.”

**REP:** *“Let’s take a look at a few of the benefits related to this exciting career.” (The representative will go through the pre-approved career information with the prospect. This may be done through use of a flip chart or it may simply be a packet of information).*

**REP:** *“As you can see here, medical positions will grow by over one million by the year 2006. Medical Assistants with computer knowledge will likely command higher salaries. According to the U.S. Department of Commerce, office staff without training on computers will earn substantially less than those who possess this skill. Most Medical Assistants receive paid holidays and two week vacations after one year of employment. And, many offices provide benefits such as health and life insurance, sick leave and pension plans. Can you see how what I’ve just described would benefit you in your new career?”*

**PROSPECT:** “I can see how having computer skills and working in the medical field would help me make more money. The paid holidays and vacations would also give me the time I want with my family.”

**REP:** *“That’s true, and most Medical Assistants normally work eight to five, five days a week. But a lot of medical offices are also open in the evenings and on Saturdays, so you can also work out flexible schedules if you need to. This may be something to explore after graduation. Well Linda, what do you think? I think you’d have to agree that this career seems to fit your needs, don’t you?”*

**PROSPECT:** “Yes! It sounds really good. I mean it sounds like what I have been looking for.”

**REP:** *“Before we get into the detail about what is available to you at our college, I’d like to tell you about our accreditation. Do you know what it means for a college or university to be accredited?”*

**PROSPECT:** “I’ve heard of it .... but, I’m not really sure what it means.”

**REP:** *“OK. Basically, accreditation means that a college has voluntarily submitted to a review by a recognized accrediting agency in order to insure that the programs offered by the college meet certain quality standards. There are several different accrediting agencies recognized by the U.S. Department of Education, and our accrediting agency, ACCSCT, is one of those. ACCSCT is a national accrediting agency and they accredit colleges that offer both degree and non-degree programs. In order for us to be accredited by ACCSCT, we have to be reviewed by the agency periodically and meet high academic standards. By being accredited, this allows us to participate in a variety of federal financial aid programs. Do you think that you’ll be applying for financial assistance in order to attend college?”*

**PROSPECT:** “I’m pretty sure I will.”



**REP:** *“OK. Fine. We’re going to cover tuition and finance in a few minutes. Right now I’d like to explain some of the unique things about this campus that I think can really help you. At our college, we focus on very practical, hands-on instruction. Let me tell you what I mean by that. Although listening to lectures and taking notes are an important part of the curriculum, most of what you will learn here is through actually “doing” the things that are involved in the job. You actually practice the skills taught in lecture on exactly the kind of equipment that you’ll see in a medical office. In fact, all of our students, no matter what program they’re in, are trained in an environment similar to what they will find when they graduate and go to work. We’ve found over the years that this is the best way for our students to transition from college into their new career. Do you understand the advantages of this practical approach of our training?”*

**PROSPECT:** “I sure do. I’ve always learned better when I can try something rather than just reading about it.”

**REP:** *“You’re exactly right, and actually most people learn the same way. Also, by keeping our class size small, we have found our students receive more individualized attention. It encourages more interaction between the instructor and the students. And, in order to better prepare our students for the workplace, our instructors have practical experience in the career field. So, our Medical Assisting instructors have all spent years working in the field and they bring all that real-life experience to the classroom. They know exactly what you’ll encounter in a medical office and are able to share valuable experiences. Can you see how all this experience would be a benefit to you?”*

**PROSPECT:** “Yes, I do. I remember that in high school, a lot of my teachers only seemed to know what was in the books. I think it would be great to learn from someone that’s really been there.”

**REP:** *“That’s correct. I’d also like to point out to you that you really don’t need any previous training in the medical field in order to be successful in this program. One other thing we do to help our students is offer tutorial assistance. Since most of our students haven’t been in school for quite awhile or may experience difficulty in a particular subject, we make tutors available to help students with their studies. So Linda, if you feel like you need additional help with your computer skills, for example, we expect you to ask for help. It’s just one of the many features we offer our students to help insure success. Do you feel this could help you succeed in the program?”*

**PROSPECT:** “I don’t know. I guess it might. I haven’t been in school for a long time so it’s nice to know that if I need extra help, I can get it. I’m not very good on a computer.”

**REP:** *“Well Linda, you’re going to find that you’re no different than most of the other students at this campus. It’s our job to not only train you properly, but to provide additional support as well. Let me explain one other feature that may not seem important to you now, but I know will be important to you later. Our curriculum is reviewed by an Advisory Board from the private employment sector. These professionals from the field assist us in determining what curriculum is taught in order for us to better prepare our graduates with employable skills for the workplace.*

*(At this point, the prospect is handed a curriculum outline).*

**REP:** *Now, I’d like to tell you a little about the courses you will be taking in the Medical Assisting program and how the program is structured. All of the courses are offered in what we call modules. Each module is about one month in length and within each module you will cover a variety of different topics such as medical terminology, anatomy, and patient care, and you will spend time working on various medical procedures in the lab. Once you complete all the modules successfully, you will spend at least a month working as an extern in a medical office. This will give you valuable, practical experience before you graduate and go to work full-time. Do you have any questions about the curriculum at this point?”*

**PROSPECT:** “No, I don’t think so.”

**REP:** *“OK. Now, here’s another important feature here. Our students also have the opportunity to evaluate the entire college on a quarterly basis. This is done in the form of student surveys. So you’ll have a chance every quarter to tell us what you think and if you have any concerns. This information helps us continually improve student services, as well as the instruction. I can tell you that very few colleges do this. The continued success of our students is very important to our college. Our programs are designed so that they can be completed in a reasonable period of time, allowing our students to enter the job market with marketable skills sooner than most traditional colleges. From what you have told me, Linda, you want to get started on your new career as soon as possible, is that correct?”*

**PROSPECT:** “I am ready to start now.”

**REP:** *“Great! I’d also like to tell you a little about our Placement department. We offer job placement assistance to all our graduates at no extra cost. This is one of our most important features. Although the college cannot guarantee employment, we work really hard setting up interviews with medical facilities, doctors offices, and other local employers that have expressed an interest in our students. We teach you to develop good interview techniques and help you in preparing your resume. When you graduate, do you think you would use any of the services offered by the Placement department?”*

**PROSPECT:** “I’m sure I will. I have never prepared a resume and I’m sure I will need help on interviewing.”

**REP:** *“OK, fine. You’ll get a chance to meet with our Placement Director when we tour the campus. In fact, unless you have any questions for me right now, this is as good a time as any to take a quick tour of the college. Is that OK with you?”*

**PROSPECT:** “Sure.”

**REP:** *"This is one of our medical labs and you can see some of the equipment you'll be training on. Once you are accepted for admission and start your program, you'll begin working in this lab right away. Remember when we talked about practical, hands-on training? Well, it starts on the first day of class! Now, down the hall we have the library you will use for research or study. Let me introduce you to Mrs. Brown, one of our instructors in the Medical Assisting program. Mrs. Brown, this is Linda and she's interested in applying for our Medical Assisting program. In fact, she could be in your class."*

**BROWN:** *"It is nice to meet you, Linda. You've chosen a great school and I hope I see you in my class very soon."*

**REP:** *"This is the Placement department. I want to introduce you to Ms. Jones. She will be the one assisting you when you graduate. Ms. Jones, this is Linda. She's interested in a career as a Medical Assistant."*

**JONES:** *"It is nice to meet you, Linda. We have dozens of offices that call us regularly for new personnel. I will be looking forward to sending you out on your first interview as soon as you graduate."*

**REP:** *"Here is our Student Finance office. The financial services staff really do an outstanding job in helping all of our students with their tuition plans. They are very knowledgeable about financial aid and finance options and are always willing to answer questions with a smile. We are very proud of this department."*

**REP:** *"OK, from what we have discussed, it looks like a career as a Medical Assistant would give you what you're looking for: The challenge of working in a medical office; the chance to work full-time; the opportunity for advancement; spending more time with your family; and making a good income. Are you willing to make the sacrifices needed to make this a reality?"*

**PROSPECT:** *"Yes, it really sounds good."*

**REP:** *“Great! Well, our next Medical Assisting class begins October 5th and completes on June 7th. Classes are four hours a day from 8:00 am to 12:00 noon, Monday through Friday. Is this a schedule you can live with for the next eight months?”*

**PROSPECT:** “Sure, I can do that. I’ll have time to study and spend time with the girls before I have to leave for work at 4 PM.”

**REP:** *“OK, Good. Let me explain the entrance requirements for the Medical Assisting program. First, you must take an entrance evaluation, which is designed to identify your strengths and areas where you may need additional help. Second, to be admitted to this program you must have a high school diploma or a GED. We also accept some students who do not have a high school diploma or a GED, but can demonstrate that they have the ability to benefit from the program. This is determined through the evaluation process. (This statement applies to ATB schools only). Third, you will need to pay a \$50.00 registration fee. You’ll also be required to meet with the Finance department in order to determine how you will meet your tuition obligation. The price of the program is \$8,500. The tuition includes books and lab supplies. Have you and your husband discussed how you are going to pay for your education?”*

**PROSPECT:** “I have the \$50.00 for registration, but we don’t have that kind of money. My husband said that maybe we could afford to make payments each month, but we’d have to get some help from the college.”

**REP:** *“OK. I understand. Then let’s talk about how our Student Finance department can assist you with the cost of tuition. Their job is to assist you with various financial assistance options available to you, depending on your eligibility. They will work with you to set up an affordable payment plan. I know you’ll feel comfortable working with them because their job is to help you in every way possible to finance your education. Most of our students are in the same boat as you and your husband and the Finance department has done a great job of helping every one of them.”*

**REP:** *"Linda, after seeing the campus and meeting some of our staff, are you feeling pretty good about becoming a part of our college?"*

**PROSPECT:** "Everyone's been so nice, and I like the small classrooms and all the equipment. I think I'd really like it here."

**REP:** *"That's great! I think you will too. I know how important it is for you to get started and get finished, so you can begin your new career in as short a time as possible. Why don't we begin the enrollment process today?"*

**PROSPECT:** "All right! Let's get started."

**REP:** *"Excellent! Let me explain the steps to enrollment here at our campus. The application for admission begins the process. We'll do that right now. Then, we'll schedule your evaluation, visit with the Finance office and set your enrollment appointment. We'll need to get this accomplished as quickly as possible so that there are no uncertainties or loose ends as you prepare to begin school. Generally, we'd like to have you complete your evaluation, enrollment and Finance office appointment within the next couple of days. After you complete the enrollment paperwork, I will introduce you to our Director of Admissions and, if all goes well, I'll recommend you for acceptance into the Medical Assisting program. So, shall we get started on the application for enrollment?"*

**PROSPECT:** "Sure."

**REP:** *"From what we have discussed, the 8 am to 1 pm class beginning on October 5th would be perfect for you. Is that correct?"*

**PROSPECT:** "Yes."

**REP:** *“Great! We can schedule an appointment for your entrance evaluation and then I will take you over to the Finance department for a preliminary look at what you might be eligible for. They’ll explain all the various programs that are available at our campus and how these may assist you with the balance of your tuition. You will be able to take the information home and go over it with your husband.”*

**PROSPECT:** “That would help a lot.”

**REP:** *“I have scheduled you to take your entrance evaluation tomorrow at 2 pm, is that time good for you?”*

**PROSPECT:** “Yes, I will be here.”

**REP:** *“I have you scheduled to take your evaluation at 2 pm tomorrow followed by your meeting with the Finance office at 3 pm. When we receive your evaluation results, we can begin the enrollment paperwork. I will need a copy of your high school diploma and registration fee at that time. Do you have any questions so far?”*

**PROSPECT:** “I don’t think so.”

**REP:** *“Great! Do you think your husband might have any questions or concerns we have not covered?”*

**PROSPECT:** Not that I can think of.

**REP:** *“Well, if he does, I’d be happy to talk to him. If possible, please bring him in. I would enjoy meeting him. If everything goes as planned, we should have the enrollment paperwork completed tomorrow. Once all of that is done, I’ll be proud to introduce you to the Director of Admissions for acceptance into the Medical Assisting program. How does that sound?”*

**PROSPECT:** “It sounds great.”

**REP:** *"Linda, before you leave today, I would like to ask a favor of you. OK? We realize that word-of-mouth is the best advertising we have. We find that we get our best students from other good students like yourself. We have also found that going to school with a friend helps ensure your success because friends that study together often succeed together. Here's a paper and pencil. I need to step out of the office for just a moment. While I'm gone, will you please take a minute to think of a friend or two that might benefit from a new career? If you can think of anyone, just write down their name and phone number. I would be happy to call them and see if I can help them also. OK? I'll be back in just a minute.*

**(2 or 3 minutes elapse and REP re-enters)**

**REP:** *"I hope I wasn't too long. I just wanted to check and see if my next appointment had arrived. It was such a pleasure meeting with you today. In no time at all, I will be congratulating you on your new job. I'll be contacting you from time to time until you start school. I like to keep my incoming students informed on the latest happenings here at the college. Before you go, I'm going to introduce you to our Director of Admissions. All of our students meet with the Director before being accepted into the college, and I'd like you to meet her before you visit with her tomorrow.*

**DIRECTOR:** *"Hi Linda! I'm delighted that you have chosen our college to pursue your education. We like to think of ourselves as partners in your success and so we're committed to assisting you in reaching your goals. We'll do everything we can to help you. For now, all we ask of you is to be on time for all your appointments. Reliability is one of the assets we look for in our students. I'm sure you understand how important this is in the medical profession."*

**PROSPECT:** "I certainly do."

**DIRECTOR:** "Great! I'll look forward to talking with you again tomorrow.

**PROSPECT:** "Thank you for all your help, Steve."

**REP:** *"It has been my pleasure, Linda. I will see you tomorrow at 2:00 pm.*



## **DEGREE-GRANTING COLLEGES**

**REP:** *“Linda, the reason I invited you in today is to determine if our college and an Associate Degree in the medical field is right for you. Should we decide this college and the medical field meets your needs and that you meet the college’s admissions criteria, I want you to know I will do everything I can to get you started as soon as possible. In order for me to do this, I’ll need to ask you a few questions to better understand your situation. I’d also like you to tell me a little about your ambitions and your motivation in pursuing a new career. Then, we’re going to talk about our Medical Assisting program and what our college offers to assist you in reaching your goals. After that, we’ll take a brief tour and I’ll answer any questions you may have. Does that sound OK to you?”*

**PROSPECT:** “That sounds fine.”

**REP:** *“I was looking over my notes from our phone conversation and I see that you have been interested in changing careers for some time. Tell me why you decided to pursue it now?”*

**PROSPECT:** “Well, like I said before, I work in retail and it just doesn’t offer the challenge I am looking for. I really don’t have any place to go in that kind of job.”

**REP:** *“I see. Well, can you tell me what’s important to you in a career?”*

**PROSPECT:** “My hours right now are really bad, so I’d like to have better working hours, I’d like to make more money, and I’d really like to get into something that I enjoy doing.”

**REP:** *“It sounds like you’re looking for what most people are looking for; a job that they enjoy and can advance in. When we spoke earlier you mentioned you worked at Largent’s Department Store. Tell me a little about what you do there at Largent’s.”*

**PROSPECT:** “I work in the sportswear department as a sales clerk.”

**REP:** "How long have you been working there?"

**PROSPECT:** "Let's see ... just about four years."

**REP:** "You've been there a while. Tell me what you don't like about your job that's caused you to want to make a career change."

**PROSPECT:** "It really isn't much of a challenge and I don't have the opportunity to advance. I never know how many hours I will work each week, so making plans with my family is impossible."

**REP:** "That's pretty typical with most retail jobs, so I can certainly understand why you want to do something different. When we talk about what the medical field has to offer, I think you're going to like what you hear. Did you tell me that you have two little girls?"

**PROSPECT:** "Yeah. Amy is three and Jenny is five."

**REP:** "I have two kids myself, so I would imagine it is tough working odd hours with two little ones at home."

**PROSPECT:** "It is really hard. I can never make plans to do things with them. My husband is not happy about my work hours either."

**REP:** "I certainly understand. What type of work does he do?"

**PROSPECT:** "He works for the power company. He has been there about four years and really likes his job."

**REP:** *“That’s great, Linda. You know, a lot of studies have been done that show that most people rank job satisfaction above income in terms of what’s important to them. Do you still plan to work while you attend college?”*

**PROSPECT:** “Yes, I need to. We really need my income also.”

**REP:** *“I understand. Actually, the way our class schedules work, you shouldn’t have any problem balancing a work schedule as well. Many of our students work and go to college at the same time. We certainly understand the challenges you face. Now, you are going to have a certain amount of homework and studying to do. Do you think you’ll have enough time to do all this since you will be working and going to school at the same time?”*

**PROSPECT:** “Yes. My mother-in-law will help me at home, so I will have the time to study.”

**REP:** *“Terrific! That’s going to be a great help to you. Tell me a little about your past education. Did you complete high school or earn your GED?”*

**PROSPECT:** “I graduated from high school six years ago.”

**REP:** *“What about any college work? Have you been in college before or been involved in any training programs?”*

**PROSPECT:** “I haven’t been to college, but I have taken some customer service training with Largent’s.”

**REP:** *“Customer service courses are great. Almost every job in today’s market requires a certain amount of customer service skills. Customer service is especially important in the medical field because you’ll meet and talk with so many patients with various medical problems. Is there a reason you did not go to college in the past?”*

**PROSPECT:** “Well, at the time, I needed to make some money and working in retail didn’t require college.”

**REP:** *"I understand. You mentioned a little bit ago not having enough time for your family. I take it that this is a priority in your life right now?"*

**PROSPECT:** "Yes, it is. I need a full-time job with regular hours so I can be there to make dinner or play with the kids."

**REP:** *"What about your husband? Does he support your decision to change careers?"*

**PROSPECT:** "Oh yes. He's really tired of my work schedule."

**REP:** *"Well, I'm sure having his support will make this much easier for you to pursue. Are you currently making enough money in your job at Largent's?"*

**PROSPECT:** "Actually, the pay is not that bad, but like I said, I have very little quality time to spend with my family. As the girls get older, I want to be able to plan time with them."

**REP:** *"So I guess having a full-time, good paying job that you really enjoy, with regular hours that would allow you to spend time with your family sounds pretty good to you about now?"*

**PROSPECT:** "That sounds great!"

**REP:** *"Linda, I certainly understand your dilemma and I think you're making the right decision to go back to school and train for a new career. Tell me how you became interested in the medical field?"*

**PROSPECT:** "I have always been interested in working in a medical office. I have a friend who is a Medical Assistant and she says she really enjoys it. She's only been there a few months and she's already been promoted. It seems pretty interesting and I would love to work her hours."

**REP:** *"Well, your friend has probably already told you a lot about working in a medical office. It does offer tremendous opportunities. I know this is a tough question but let me ask you this. Where would you like to see yourself professionally three years from now?"*

**PROSPECT:** "Gosh! Let me see. Well, I want to be in a full-time career that I can advance in. I'd like to be happy doing my job every day, and I'd like to have time to enjoy my family. Oh! And I need to make a good income too!"

**REP:** *"Well Linda, I think you're going to really like being a Medical Assistant because it fits right into what you just told me."*

**REP:** *"Linda, it's obvious to me you've given this a lot of thought. Is your manager at Largent's aware that you plan to attend college?"*

**PROSPECT:** "I spoke to her about it last week and she said I could adjust my hours and work evenings and weekends."

**REP:** *"Good! So your interested in attending class during the day?"*

**PROSPECT:** "Yes. On the days I would work, I'd have to be there by four in the afternoon, but otherwise my days are free."

**REP:** *"OK, that seems like it should work out. Now, have you thought about child care for the girls while you are in college?"*

**PROSPECT:** "Well, my mother-in-law lives with us and if she is busy, my neighbor will watch the kids for us if my husband isn't home."

**REP:** *“That’s great! Child care is a big issue for anyone going back to school. You need to be comfortable that your kids are in good hands so that you don’t have to worry about them. You had mentioned your husband disliked your working hours. Is he going to be OK with you working and attending college at the same time? I mean, have the two of you talked this over and considered that the family will have to make some sacrifices in order for you to reach your goals and start a new career? You know, there could be times he is going to have the girls all to himself while you work evenings.”*

**PROSPECT:** “Yeah, I know. We’ve talked about this a lot and actually he’s great with the kids. He says he will support me and help out as much as possible. My mother-in-law will also be there to help.”

**REP:** *“It sure sounds like you’ve both given this a lot of thought. By the way, is your car pretty reliable in order for you to get back and forth to class?”*

**PROSPECT:** “I think we’re in pretty good shape there. My husband and I both have cars, so that should not be a problem.”

**REP:** *“What I’d like to do now is share some information about a career as a Medical Assistant with you. OK? Medical Assistants may work in all areas of a medical office. In the back office, they take vital signs, EKG’s, give injections, draw blood, prepare the patient and assist the physician in examinations. By the way, I guess I should ask you here if the idea of giving injections or drawing blood makes you uncomfortable at all?”*

**PROSPECT:** “I don’t think so. In fact, I have always been interested in learning how to give an injection. Besides, my friend told me that she started by giving injections to oranges!”

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**REP:** *“Let’s take a look at a few of the benefits related to this exciting career.” (The representative will go through the pre-approved career information with the prospect. This may be done through use of a flip chart or it may simply be a packet of information).*

**REP:** *“As you can see here, medical positions will grow by over one million by the year 2006. Medical Assistants with computer knowledge will likely command higher salaries. According to the U.S. Department of Commerce, office staff without training on computers will earn substantially less than those who possess this skill. Most Medical Assistants receive paid holidays and two week vacations after one year of employment. And, many offices provide benefits such as health and life insurance, sick leave and pension plans. Can you see how what I’ve just described would benefit you in your new career?”*

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**REP:** *“Before we get into the detail about what is available to you at our college, I’d like to tell you about our accreditation. Do you know what it means for a college or university to be accredited?”*

**PROSPECT:** “I’ve heard of it... but I’m not really sure what it means.”

**REP:** *“OK. Basically, accreditation means that a college has voluntarily submitted to a review by a recognized accrediting agency, in order to insure that the programs offered by the college meet certain quality standards. There are several different accrediting agencies recognized by the U.S. Department of Education, and our accrediting agency, ACICS, is one of those. ACICS is a national accrediting agency and they accredit colleges that offer both degree and non-degree programs. In order for us to be accredited by ACICS, we have to be reviewed by the agency periodically and meet high academic standards. By being accredited, this allows us to participate in a variety of federal financial aid programs. Do you think that you’ll be applying for financial assistance in order to attend college?”*

**PROSPECT:** “I’m pretty sure I will.”



**REP:** *“OK. That’s fine. We’re going to cover tuition and finance in a few minutes. Right now I’d like to explain some of the unique things about this campus that I think can really help you. At our college, we focus on very practical, hands-on instruction. Let me tell you what I mean by that. Although listening to lectures and taking notes are an important part of the curriculum, most of what you will learn here is through actually “doing” the things that are involved in the job. You actually practice the skills taught in lecture on exactly the kind of equipment that you’ll see in a medical office. In fact, all of our students, no matter what program they’re in, are trained in an environment similar to what they will find when they graduate and go to work. We’ve found over the years that this is the best way for our students to transition from college into their new career. Do you understand the advantages of this practical approach of our training?”*

**PROSPECT:** “I sure do. I’ve always learned better when I can try something rather than just reading about it.”

**REP:** *“You’re exactly right, and actually most people learn the same way. Also, by keeping our class size small, we have found our students receive more individualized attention. It encourages more interaction between the instructor and the students. And, in order to better prepare our students for the workplace, our instructors have practical experience in the career field. So, our Medical Assisting instructors have all spent years working in the field and they bring all that real-life experience to the classroom. They know exactly what you’ll encounter in a medical office and are able to share valuable experiences. Can you see how all this experience would be a benefit to you?”*

**PROSPECT:** “Yes, I do. I remember that in high school, a lot of my teachers only seemed to know what was in the books. I think it would be great to learn from someone that’s really been there.”

**REP:** *“That’s correct. I’d also like to point out to you that you really don’t need any previous training in the medical field in order to be successful in this program. One other thing we do to help our students is offer tutorial assistance. Since most of our students haven’t been in school for quite awhile or may experience difficulty in a particular subject, we make tutors available to help students with their studies. So Linda, if you feel like you need additional help with your computer skills, for example, we expect you to ask for help. It’s just one of the many features we offer our students to help insure success. Do you feel this could help you succeed in the program?”*

**PROSPECT:** “I don’t know. I guess it might. I haven’t been in school for a long time, so it’s nice to know that if I need extra help, I can get it. I’m not very good on a computer.”

**REP:** *“Well Linda, you’re going to find that you’re no different than most of the other students at this campus. It’s our job to not only train you properly, but to provide additional support as well. Let me explain one other feature that may not seem important to you now, but I can assure you’ll be glad to know this later. Our curriculum is reviewed by an Advisory Board from the private employment sector. These professionals from the field assist us in determining what curriculum is taught in order for us to better prepare our graduates with employable skills for the workplace.”*

**(At this point, the prospect is handed a course outline and the representative continues).**

*“These are the courses you’ll be taking in Medical Assisting in order to earn your Associate’s Degree. In order to earn an Associate’s Degree, all students are required to take a certain number of general education courses in liberal arts, social studies and humanities. These classes will help you throughout your life because employers all want people with good communication skills and good reasoning abilities. You can also review on this list all of the specialized courses in the medical area that you will be taking. Once you complete all the courses in the program successfully, you will spend at least a month working as an extern in a medical office. This will give you valuable, practical experience before you graduate and go to work full-time. Do you have any questions about the course curriculum?”*

**PROSPECT:** “No, not right now.”

**REP:** *"In addition, our students also have the opportunity to evaluate the entire college on a quarterly basis. This is done in the form of student surveys. So you'll have a chance every quarter to tell us what you think and if you have any concerns. This information helps us continually improve student services, as well as the instruction. I can tell you that very few colleges do this. The continued success of our students is very important to our college. Our programs are designed so that they can be completed in a reasonable period of time allowing our students to enter the job market with marketable skills sooner than most traditional colleges. From what you have told me, Linda, you want to get started on your new career as soon as possible, is that correct?"*

**PROSPECT:** "I am ready to start now."

**REP:** *"Great! I'd also like to tell you a little about our Placement department. We offer job placement assistance to all our graduates at no extra cost. This is one of our most important features. Although the college cannot guarantee employment, we work really hard setting up interviews with medical facilities, doctors offices, and other local employers that have expressed an interest in our students. We teach you to develop good interview techniques and help you in preparing your resume. When you graduate, do you think you would use any of the services offered by the Placement department?"*

**PROSPECT:** "I'm sure I will. I have never prepared a resume and I'm sure I will need help on interviewing."

**REP:** *"OK, fine. You'll get a chance to meet with our Placement Director when we tour the campus. In fact, unless you have any questions for me right now, this is as good a time as any to take a quick tour of the college. Is that OK with you?"*

**PROSPECT:** "Sure."

**REP:** *"This is one of our medical labs, and you can see some of the equipment that you'll be working on. Once you are accepted for admission and start your program, you'll be working in this lab right away. Remember when we talked about our practical, hands-on approach to education? Well, it starts on the first day of class! Now, down the hall we have the library that you will use for research and study. Let me introduce you to Mrs. Brown. She is one of our instructors in the Medical Assisting program. Mrs. Brown, this is Linda and she's interested in applying for our Medical Assisting program. In fact, she could very well be in your class."*

**BROWN:** *"It's nice to meet you Linda. You've chosen a great school and I hope I see you in my class very soon."*

**REP:** *"This is our Placement department. I want to introduce you to Ms. Jones. She will be the one assisting you in your job search when you graduate. Ms. Jones, this is Linda. She is interested in a career as a Medical Assistant."*

**JONES:** *"It is nice to meet you, Linda. We have dozens of offices that call us regularly for new personnel and I will be looking forward to sending you out on your first interview as soon as you graduate."*

**REP:** *"This is our Student Finance department. The Financial Aid staff really do an outstanding job in helping all of our students with their tuition plans. They are very knowledgeable about financial aid and finance options and are always willing to answer questions with a smile. We are very proud of this department."*

**REP:** *"Our next Medical Assisting class begins October 5th. As I recall, day classes would work best with your schedule. Is that right?"*

**PROSPECT:** *"Yes."*

**REP:** *“Good. Let me explain the entrance requirements and class schedules for the Medical Assisting program. First, you must be a high school graduate or have a GED. Second, you will need to take our entrance evaluation which takes about an hour. It will identify your strengths and areas where you may need additional help. Third, you will need to pay a registration fee of \$50.00. The schedule for this program runs Monday through Friday between the hours of 8 o’clock and 1 o’clock. The actual number of days per week and hours per day that you’ll be in class will depend on the number of credit hours that you choose to take each quarter. You will have the opportunity to choose the number of credit hours that you will take each quarter. Most students will take 12 to 16 credit hours. There will be two breaks during the school year; a one-week break at the beginning of summer and another at the end of summer. You’ll also have one and two day holidays throughout the course of the year. These are all listed in your school catalog. Of course, you’ll have a longer break at Christmas, which usually runs about two weeks. As you can see, our academic calendar takes your personal life into consideration. Like most of our students, you have a family and are also working while you are attending school. Although we want you to get through the program in as short a time-frame as possible, we also know that you need quality time with your family. How does that sound to you?”*

**PROSPECT:** “That sounds good. We always have a lot of company during the holidays.”

**REP:** *“Linda, I would now like to cover how our Student Finance department can assist you with the cost of tuition. Their job is to assist you with various financial assistance options available to you, depending on your eligibility. This assistance could come in the form of grants, loans, cash payments or some combination of these, depending on your eligibility. They will work with you to set up an affordable payment plan. I know you will feel comfortable working with them because their job is to help you in every way possible to finance your education. Most of our students are in the same boat as you and your husband, and the Finance department has done a great job of helping every one of them.”*

*“At our college, tuition is charged by the quarter. It is up to you to determine your course load each quarter as I had mentioned earlier. To be classified as full-time, you must take a minimum of 12 credit hours. A lot of our students take 16 credit hours per quarter which allows them to graduate earlier and take advantage of a reduced tuition rate based on course load. However, that’s all up to you and what you’ll be able to comfortably handle. As you can see from this handout, the more classes you take, the less it costs per credit hour. Would you be interested in taking 12 or 16 credit hours?”*

**PROSPECT:** *“I think 12 hours would work better for me, at least in the beginning.”*

**REP:** *“Good. You can always increase your course load to 16 credit hours at the beginning of the next quarter if you would like. A number of our students do that. You’ll probably have a better feel for what you can comfortably handle at that point. The Student Finance folks will go over all the options available to you.”*

**PROSPECT:** *“Good.”*

**REP:** *“Well, it seems to me, from what we have discussed, that a Medical Assisting career would give you what you are looking for: the challenge of working in a medical office; the chance to work full-time; the opportunity to spend more time with your family; and a good income with the opportunity to advance in your career. Are you willing to make the sacrifices needed to make this a reality?”*

**PROSPECT:** *“Yes, it really sounds good.”*

**REP:** *“After seeing the campus and meeting some of our staff, do you think you would feel comfortable attending our college?”*

**PROSPECT:** “Everyone is so nice, and I like the small classrooms and all of the equipment. I’d really like it here.”

**REP:** *“That’s great! I think you will too. Linda, based on our conversation today, I would be very happy to recommend you for acceptance into the Associate Degree program in Medical Assisting. Would you like to begin the enrollment process today?”*

**PROSPECT:** “Yeah. I’d like to get started.”

**REP:** *“Excellent, let’s get started on the paperwork.”*

**PROSPECT:** “OK.”

**REP:** *“I have you set up to take your entrance evaluation tomorrow at 2 PM which will be followed by your meeting with Student Finance. Do you have any questions about Student Finance so far?”*

**PROSPECT:** “I don’t think so.”

**REP:** *“Great! Do you think your husband might have any questions or concerns that we have not covered?”*

**PROSPECT:** “Not that I can think of right now. I know that when I talk to him tonight, he might have some questions.”

**REP:** *"That's fine. If he has any questions or concerns, I'll be happy to talk with him, OK? Tomorrow I'll need for you to bring a copy of your high school diploma, the \$50.00 registration fee, and your paperwork complete for the Student Finance visit. I hope your husband will be able to come in with you tomorrow. If everything goes as planned, we should be through the enrollment process by 4:00 or 4:30. OK?"*

**PROSPECT:** *"That's fine."*

**REP:** *"Linda, before I let you go today, I would like to ask a favor of you. We realize that "word of mouth" is the best advertising we have. We find that we get our best students from other good students, like yourself. We have also found that going to school with a friend helps ensure your success because friends that study together, often succeed together. Here's a pencil and paper. I need to step out of the office for a minute. While I'm out, would you take a moment to think of a friend or two that might benefit from a new career? If you can, simply write down their name and phone number. I will be happy to call and see if I can help them. Thanks, Linda, I'll be back in just a moment."*

**(2 or 3 minutes elapse and REP re-enters)**

**REP:** *"I hope I wasn't too long. I just wanted to see if my next appointment had arrived. It was such a pleasure meeting with you today. In no time at all, I will be congratulating you on your new job. I will be contacting you from time to time prior to your first day of classes. I like to keep my incoming students informed on the latest happenings here at the college. Before you go today, I would like to introduce you to our Director of Admissions. She's going to spend a few minutes with you before you leave, all right?"*

**DIRECTOR:** *"Well, Linda, I've enjoyed meeting you and I'm sure you'll be successful here. I'm delighted that you have chosen our college to pursue your education. We like to think of ourselves as partners in your success and so, we're committed to assisting you in reaching your goals. We'll do everything that we can to help you. For now, all we ask of you is to be on time for all your appointments, and for orientation. Reliability is one of the assets we look for in our students, and I'm sure you understand how important it is to any employer as well."*

**PROSPECT:** *"I certainly do."*



**DIRECTOR:** *“Great! I’ll look forward to seeing you around the campus.”*

**PROSPECT:** “OK. Thanks a lot.”

**PROSPECT:** “Thank you for all your help, Steve.”

**REP:** *“It has been my pleasure, Linda. I will see you tomorrow at 2 PM.”*

## ADDRESSING OBJECTIONS

### HANDLING THE COST OBJECTION IN THE INTERVIEW

**PROSPECT:** “Gosh, I didn’t realize how much this would cost. I know my husband didn’t either. I really don’t think we can afford it.”

**REP:** *“I understand your concern. College tuition costs are expensive. Many students voice the same concern until they meet with our Financial Aid department and determine that there are all kinds of assistance programs and payment plans to help pay for college. We know that unless we can work out an affordable plan that you will not be able to attend. Before we go any further, could I ask you a few questions just to make sure I understand the situation?”*

**PROSPECT:** “I guess so, but I really don’t think we can afford it.”

**REP:** *“From what we talked about today, you really want to change careers, right?”*

**PROSPECT:** “Yeah, I do.”

**REP:** *“You want to be able to spend more time with your family and you want to enter a career that you will enjoy, that offers a chance to advance and earn a good income. Right?”*

**PROSPECT:** “Yes.”

**REP:** *“Do you think, from what we talked about, that a Medical Assisting career would help you reach these goals?”*

**PROSPECT:** “Yeah, it would.”

**REP:** *“Do you believe our college would give you the training and support you need to become a Medical Assistant?”*

**PROSPECT:** “I really don’t have any doubts about that. I just don’t think we have the money right now.”

**REP:** *“I understand. I just want to be sure that you believe that this is what you want for yourself and your family. Let me ask you this. If our Student Finance department can work out a financial aid package and a monthly payment plan that would not cause hardship on your family, would you want to pursue this right now?”*

**PROSPECT:** “Well, sure! If we could do that...”

**REP:** *“Good. I’d like to take you over to our Finance department right now so that we can find out what you might be eligible for and what your monthly payments might be. This will allow you to go home and discuss it with your husband, before you make your decision. Would you like to do that?”*

**PROSPECT:** “Yes, that would certainly help us make the decision.”

**REP:** *“Great! Let me go down to Student Finance and see if Ms. Johnson can see you right now. I will be back in a few minutes. Just make yourself comfortable.”*

**(PROSPECT HAS SPOKEN WITH MS. JOHNSON)**

**REP:** *“Was Ms. Johnson able to answer all your questions and explain everything to you?”*

**PROSPECT:** “Yes.”

**REP:** *“Was she able to work out an affordable payment plan?”*

**PROSPECT:** *“Actually, I was surprised! I will need to talk with my husband, but I think we might be able to do this now.”*

**REP:** *“That’s great news! I just knew that once you talked to the finance folks, that you’d feel much better about how you were going to pay for the program. Why don’t we do this? I know you and your husband have a lot to talk about because this is an important decision. Is there any other information you need from me in order to be able to make your decision this evening?”*

**PROSPECT:** *“I really don’t think so.”*

**REP:** *“Good. Why don’t I give you a call tomorrow and you can tell me if you have decided to apply for admission. If the answer is yes, then I will schedule you to come back in and complete the enrollment process. Does that sound fair enough?”*

**PROSPECT:** *“Sure.”*

**REP:** *“What time would you like for me to call?”*

**PROSPECT:** *“How about 10 AM?”*

**REP:** *“That would work out just fine. Linda, I have really enjoyed meeting you and I certainly hope that we get the opportunity to help you. If your husband has any additional questions, I will be glad to answer them. I will talk with you tomorrow at 10 AM.”*

## **HANDLING THE CANCELLATION**

**REP:** *"Hello Linda, this is Steve at the College. How are you doing this morning?"*

**PROSPECT:** "OK, I guess."

**REP:** *"I was just calling to confirm your evaluation and Student Finance visit today at 2 o'clock. Have you gotten all your paperwork for Student Finance complete?"*

**PROSPECT:** "Well Steve, to be honest, I talked with my husband about this last night and he thinks we should wait awhile before I get started."

**REP:** *"Linda, I am so sorry. I thought that you were really excited about pursuing a new career. What made you and your husband decide to put it off?"*

**PROSPECT:** "We just don't know if we have the money to pay for it at this time."

**REP:** *"I understand Linda. Many of our students feel the same way before they visit with the Student Finance department. I would like to ask you a couple of questions though, if I may?"*

**PROSPECT:** "Sure."

**REP:** *"If our Student Finance Department could set up a financial package that your family could afford, would you and your husband want to pursue your career change now?"*

**PROSPECT:** "Well, we probably would. But, I would need to discuss this more with my husband."

**REP:** *“Linda, we would not want you to pursue this career if it is not right for you, but based on our conversation yesterday, I really thought the program you selected would solve your employment problem, as well as allow you to have more time with your family. Was I mistaken about that?”*

**PROSPECT:** “No. I really liked everything you told me and I really like the college. It’s just the money issue.”

**REP:** *“Linda, do you think it might help if I talked with your husband?”*

**PROSPECT:** “At this point, I really don’t know. I don’t think it would help.”

**REP:** *“Well, if you really want to pursue this, I would be glad to talk with him. However, if you are uncomfortable with that, why don’t we try this? What time will your husband be home this evening?”*

**PROSPECT:** “About 6 o’clock.”

**REP:** *“Right now, you have not had your visit with Student Finance, so you don’t know yet what types of assistance you may be eligible for. Until we do this, you really don’t know what your out-of-pocket expense might be. Would you mind calling your husband to see if you and he could come by the college tonight about 6:30 PM? I will reschedule your visit with Student Finance. It will not take very long for them to determine what your out-of-pocket expense would be. We’ll give you that information, then you and your husband can return home with everything you’ll need to make the right decision. How does that sound?”*

**PROSPECT:** “Sounds fine. I’ll call him to see what he thinks.”

**REP:** *“Linda, please call me back as soon as you find out so I can reschedule your visit with Student Finance. If everything is a go, make sure you fill out the financial assistance paperwork so they can give you the information you will need. OK?”*

**PROSPECT:** “OK.”

## Admissions Representative Daily Activity Report

**Admissions Representative:** \_\_\_\_\_

**Date:** \_\_\_\_\_ **Mon Tues Wed Thurs Fri**  
 (Circle the Day of the Week)

Time In: \_\_\_\_\_ Lunch Out: \_\_\_\_\_ Lunch In: \_\_\_\_\_ Out for Day: \_\_\_\_\_

**Inquiries Received**

Contact Name	Time Recv'd	Time Called	Inquiry Number	Ad Key	Appointment Set Date and Time	Additional Comments

Ad Key (Inquiry Types) and abbreviations: Television (TV), Direct Mail (DM), Internet (INT), Newspaper (NP), Referral (REF), Yellow Pages (YP), Career Fair (CF), Walk-In (WI)

**Appointments Set**

Contact Name	Phone Number	Inquiry Number	Ad Key	Appointment Set Date and Time	Additional Comments

(Daily goal of 7 appointments recommended)



**Interviews Conducted**

Name of Interviewee	Time Of Interview	Inquiry Number	Program of Interest	Ad Key	Action Taken	Additional Comments

Action Taken Codes: None (N); Application (App); Enrollment (E)

**Referrals or Personally Developed Leads**

Name	Inquiry Number	Appointment Set Date and Time	Referred By and additional Comments

Referral Goal is one for every enrollment.

**Enrollments**

Student Name	Program	Start Date	Start Time AM/PM	Inquiry Number	Ad Key	FA Appointment Date and Time	Test Completed and Passes		Application Fee Paid	
							Yes	No	Yes	No

**Out bound call tracker**

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39  
 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74  
 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100 101 102 103 104 105 106  
 017 108 109 110 111 112 113 114 115 116 117 118 119 120 121 122 123 124 125 126 127 128 129 130 131  
 132 133 134 135 136 137 138 139 140 141 142 143 144 145 146 147 148 149 150

Daily requirement of 100 to 150 calls per day.

Tracker markings: /call made; X contact made; circle the X is appointment is set.

Corinthian Colleges, Inc. Page 2 of 2

## **REPRESENTATIVE PUNCH LIST**

### **DAILY**

- Say "Good Morning" to your Director of Admissions
- Say "Good Morning" and check in at Reception/Data Entry desk for the day
- Check and respond to all voice mails and emails
- Make sure you have all the info needed for the day's interviews
- Confirm that yesterday's enrollments are on flash for today with your DOA
- Make 100-150 outbound phone calls
- Confirm your FA/ Tuition Planning appointments scheduled for next day
- Confirm your interview appointments scheduled for next day
- Conduct your interviews scheduled and ENROLL them!
- Make sure your interviews are getting a 2<sup>nd</sup> interview with your DOA
- Make stitch-in calls on all enrollments as needed
- Ask for an older Inquiry list or not-converted list when you get through your new inquiries
- Spend 30 minutes learning to do something better
- Eat lunch and step away from your work area at least twice
- Get at least 2 referrals with every enrollment
- Give someone else a high five for being great at something
- Turn in all enrollments to be entered with the files assembled properly
- Write congratulations note to your new enrollments
- Turn in Daily Activity Report directly to your DOA

### **WEEKLY**

- Attend Admissions meeting with DOA
- Attend Stitch-in meeting with DOA
- Have conversation with DOA about last week's performance and run rate update
- Participate in an event for your department
- Confirm enrollments files have copies of diplomas and other needed paperwork
- Follow up on missing documents for all booked futures

### **MONTHLY**

- Complete Goals and Targets session with DOA
- Help a new rep hire learn something you have mastered
- Celebrate previous month's success!

*Be open and receptive to coaching!!!*

## CONVERSION RATE EXPECTATIONS

Although the following conversion rates are the minimum expectations, they can be adjusted by your Director of Admissions to ensure that you can meet your start goals.

- Inquiry to interview - 30-45%. RCi is 35%-45%
- Interview to application - 50-75%.
- Application to enrollment - 60-85%.
- Enrollment to Start - 80-100%.
- 30-Day Sit Rate - 80-100% - RCi.
- 30-Day Sit Rate - 90-100% - CSi.
- Referral - 1 for each enrollment.