

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."*

PHONE OBJECTIONS

**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 SCRIPT

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, 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 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.”*