




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

Script Legend

 Ovals indicate that script item is an attribute on the Quality Rubric

 The Artichoke indicates Outcome Based Language- Peeling back the layers

 THE SILENCE SMILEY INDICATES THE IMPORTANCE OF BEING SILENT AFTER YOU HAVE ASKED A QUESTION

Hi (Student Name)? This is _____ calling you from the **ADMISSIONS DEPARTMENT** at **KAPLAN UNIVERSITY** and by the way this call may be **RECORDED** for quality purposes.

How are you today? Great!

Proper Opening
And Call Disclosure

The reason for my call is to **COMMEND** you on your decision to maximize your **TALENTS!** CONGRATULATIONS!

The reason for my call is to discuss your personal career goals, your dreams and perhaps even some of your fears. At the end of this call we will determine if Kaplan is a good fit for you and you're a good fit for Kaplan. Fair enough?

Discuss Objectives
of the interaction

What type of **changes** are you looking to make to improve your **future**? Talk to me about your current situation.

Can you expand on that for me? *(Be patient and be silent! Listen carefully and take excellent notes)*

So let's talk more about some of your career goals.
When did you first realize it was time to move into a new direction?

In addition to what you just stated, what are some other factors that contributed to your decision?

Take your time, think about it for a moment. *(Be patient and silent. Listen carefully and take excellent notes)*

So let me recap what I have so far. You are looking to make a change because.....
(RESTATE WHAT THEY SAID WORD FOR WORD. SHOW THE STUDENT YOU HAVE WORLD-CLASS LISTENING SKILLS)

That's why I congratulated you earlier! Many people out there talk about making a **change** but the fact that you recognize the value of education, definitely improves your chances of a brighter **future!** Good for you! *(Wait for Thank you)*

- Asks probing questions to explore student motivation
- Active Listening
- Build/ Maintain Rapport w/Prospect