

Hi, \_\_\_\_\_, This is \_\_\_\_\_ your admissions representative calling from The Art Institute of Pittsburgh, Online Division. I am calling to help you with your interest in going to school. Tell me what your interested in studying?

| IF                                | THEN   |
|-----------------------------------|--|
| "I am at work right now"          | <p><i>"I understand many of my students are working professionals."</i></p> <p>➤ "What type of work are you in?"</p>   |
| "I'm not interested anymore"      | <p><i>"I understand interest's can change."</i></p> <p>➤ Back when you made the request, tell me why you were looking to go back to school?"</p>   |
| "I'm running out the door"        | <p><i>"I understand, I can appreciate that you are busy!"</i></p> <p>➤ "What I wanted to do was find out what type of program you are looking for?"</p>                                      |
| "I've chosen another school"      | <p><i>"Congratulations, picking a school is a tough decision,"</i></p> <p>➤ "What program are you studying?"</p>   |
| "Please send me some information" | <p><i>"No problem, in fact its nice to see that you are requesting information so you can learn more about your program."</i></p> <p>➤ "What kind of information are you interested in?"</p> |
| "I've already talked to someone"  | <p><i>"That is great "</i></p> <p>➤ "Where did that conversation leave off ?"</p>  |