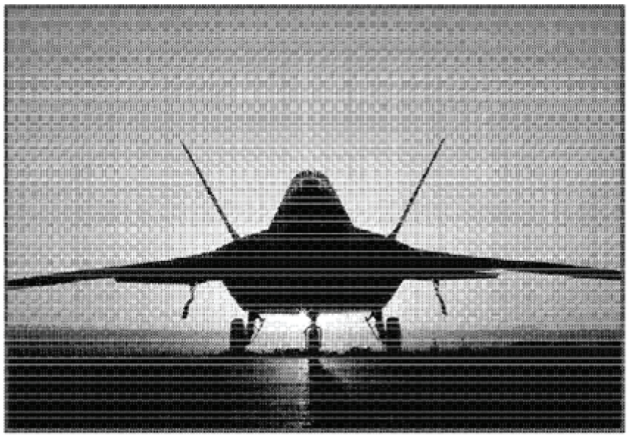
Military eLearning Modules



2009

OVERVIEW

This module will present the A.C.T.I.O.N. sales model, Outcome Based v Process Based Selling and Questioning and Listening techniques. You will be able to relate each component of this module to the script Kaplan University Admissions Advisors use for interviewing prospective students.

Fear, Uncertainty, Doubt

This technique was originally created within the computer hardware industry and uses these emotions to attempt to influence perceptions or beliefs. The technique is especially effective when prospects introduce the "need" to examine other online schools. Statements such as the following instill FUD regarding the "features" of competitors' programs.

- Some schools are open enrollment. They accept anyone
- Accelerated programs are great if you're in a hurry, but is that really the best way to learn?
- Some schools require group projects where your grade depends on another's participation.

KAPLAN UNIVERSITY

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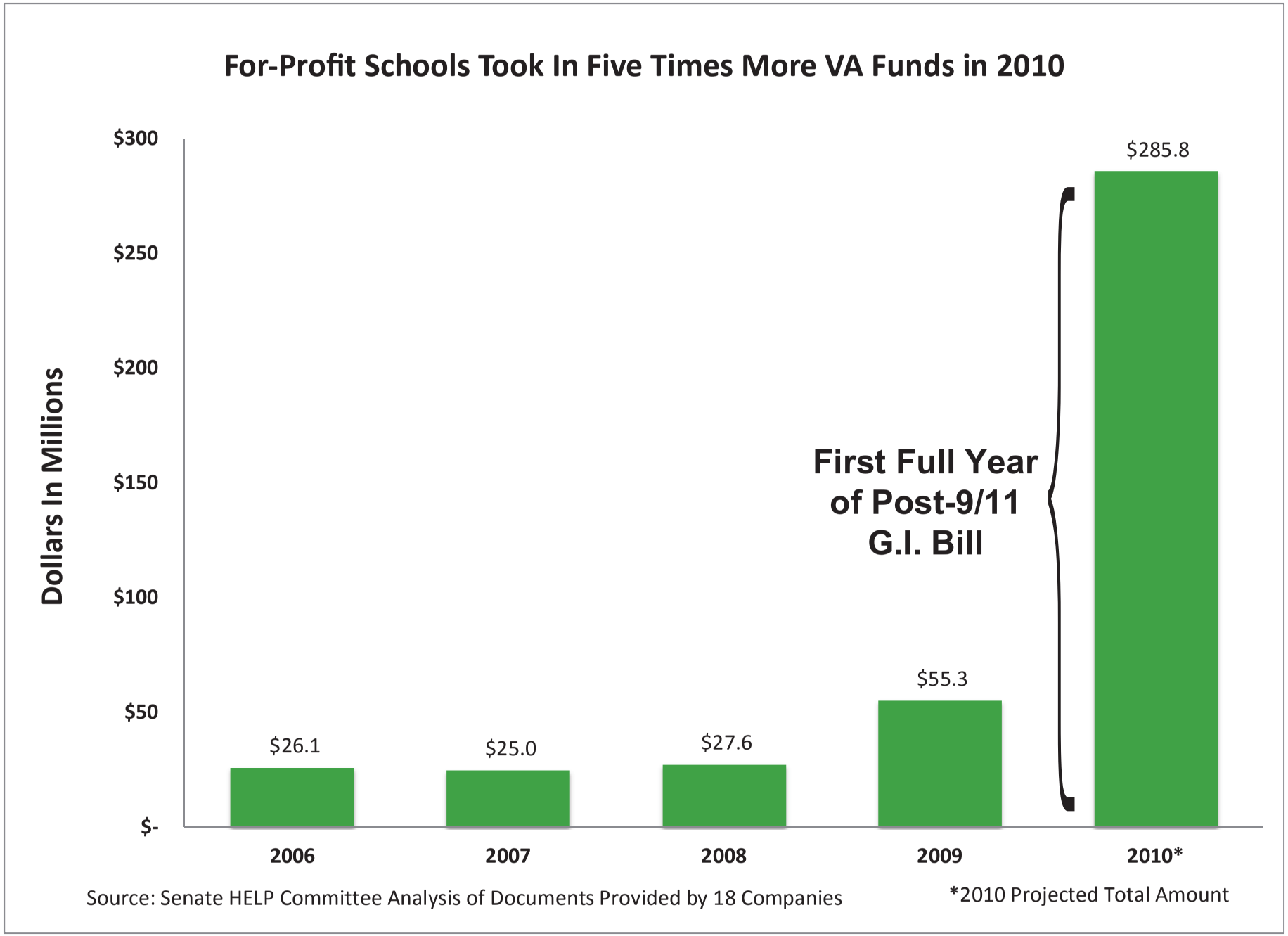
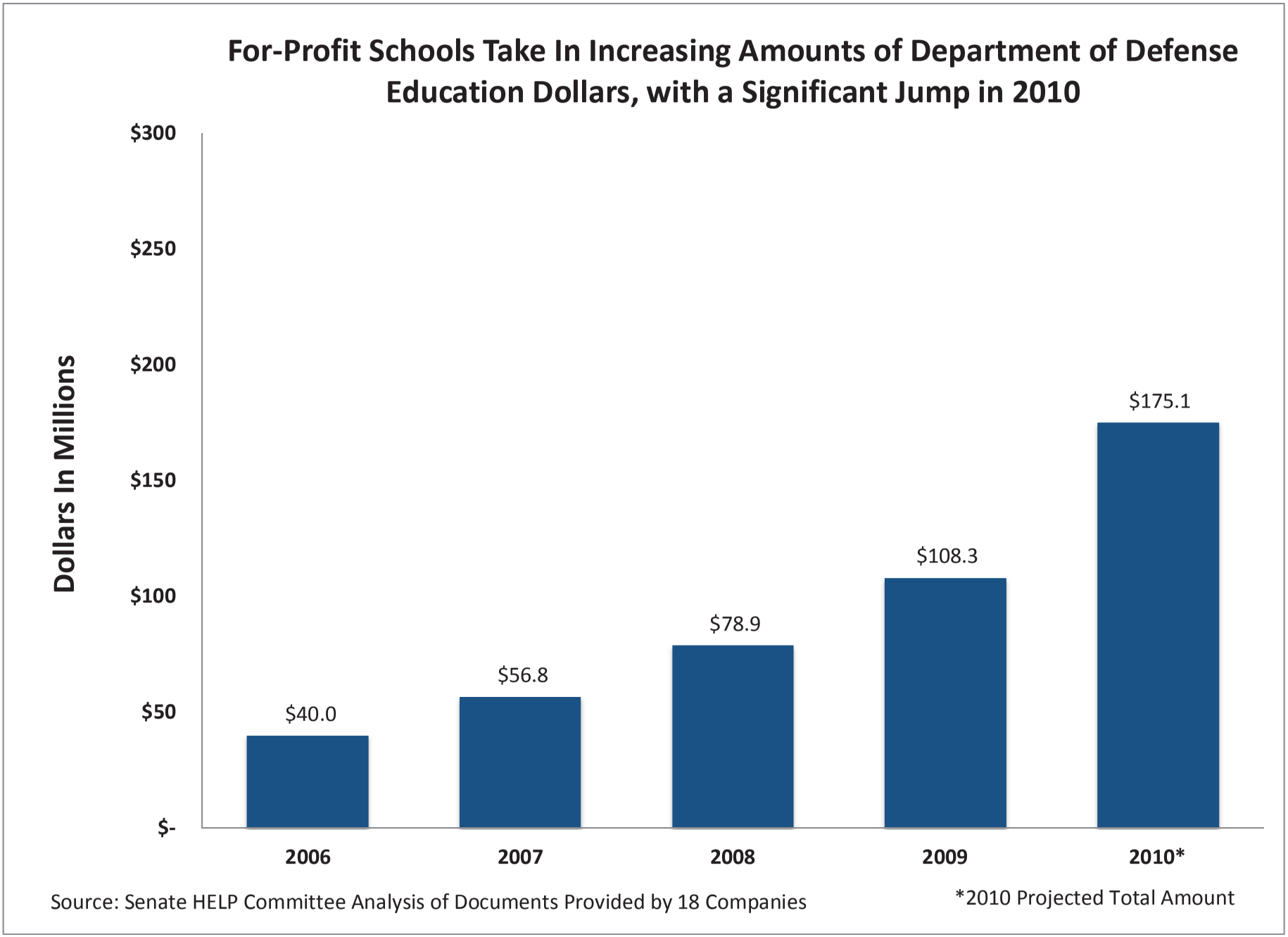
Source: Excerpted from pages 1, 4, and 7 of Kaplan University 2009 military recruiter training manual, KHE 094982


For-Profit Schools Took In Five Times More VA Funds in 2010
Dollars In Millions
$300
$250
$200
$150
$100
$50
$-
$26.1
$25.0
$27.6
$55.3
$285.8
First Full Year of Post-9/11 G.I. Bill
2006
2007
2008
2009
2010*
Source: Senate HELP Committee Analysis of Documents Provided by 18 Companies
*2010 Projected Total Amount


For-Profit Schools Take In Increasing Amounts of Department of Defense Education Dollars, with a Significant Jump in 2010
Dollars In Millions
$300
$250
$200
$150
$100
$50
$-
$40.0
$56.8
$78.9
$108.3
$175.1
2006
2007
2008
2009
2010*
Source: Senate HELP Committee Analysis of Documents Provided by 18 Companies
*2010 Projected Total Amount

Student Outcomes for the 10 Schools Receiving the Most Department of Veteran Affairs Funds

Institution	VA Funds Received	Bachelor's Degree Withdrawal Rate	Associate Degree Withdrawal Rate
ITT	$79.2 Million	44.5%	53.1%
Apollo	$76.9 Million	50.3%	66.4%
Ed. Mgmt. Corp.	$60.5 Million	61.9%	63.7%
Career Ed. Corp.	$58.2 Million	51.4%	61.7%
DeVry	$47.9 Million	56.4%	54.3%
Strayer	$31.6 Million	34.1%	48.8%
Corinthian	$21.7 Million	59.2%	66.5%
Kaplan	$17.3 Million	68.2%	69.1%
Westwood	$17.3 Million	57.1%	57.6%
ECPI	$15.6 Million	51.1%	47.0%

Source: HELP Committee analysis of documents provided by schools and the Department of Veterans Affairs. VA Funds Received based on Post-9/11 G.I. Bill dollars received by schools between August 2009 and July 2010. Student outcomes based on students who enrolled between July 1, 2008 and June, 30 2009 as of mid-2010.