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An Interview with Pamela Tiemeyer Jones & Michael S. Purles

The Datamark trainers teach a logical, non-manipulative system that makes sense: *listen* to the prospect, *respond* to the prospect, and *guide* the prospect. The key to success is to stop regurgitating school information that is meaningless to the prospects unless they first know they can succeed. p.26



My Life and Mission: Touching Students' Lives

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BERA: Business Education Research Associates

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Working Smart

Datamark CEO Discusses School Success in Competitive Marketplace

An Interview with Tom Dearden

Taking over from Arthur Benjamin as CEO, Tom Dearden's focus is to help schools work "smarter." Tom believes that those who will be successful will be the schools that carefully research the marketplace and the prospect pool. **p.52**



Arthur Benjamin

An Update

After leaving Datamark, Arthur Benjamin has accepted the position of president and CEO of ATI—American Trades Institutes, a group of eleven schools headquartered in Dallas. In his new position Arthur tells us his goal is to apply a lifetime of learning, from both the school operations side and the marketing services side, to ATI in a way that will demonstrate what the future of the business can look like. **p.55**