

# ACHIEVE and create RAVING FANS

A raving fan is a customer or employee who is so overwhelmed and floored by their experience at your company that they can't stop telling everyone about it. To help create raving fans, we have created a process for all employees to **ACHIEVE**.

When we **ACHIEVE** in all we do, we will naturally attract, impress, and retain families and employees - with the ultimate goal to create **RAVING FANS**. What does **ACHIEVE** stand for:

- **A**ttract- Get the right match to enroll for childcare or apply for work
- **C**apture - Convert matches that show interest to come in for a tour or interview
- **H**it - "Be a hit!" Make an impression that dazzles when they do come visit
- **I**nclude - Kick off the relationship right from the start
- **E**quip - Continuously Invest in the relationship to ensure they feel successful
- **V**erbalize - Evaluate how they perceive their experience to be
- **E**xcite - The ultimate mission is to turn everyone into a raving fan for ongoing referrals



## Creating Raving Fans with Child Care Biz Help



**Child Care** Biz Help 

# When we **ACHIEVE** we create Raving Fans

## **A**CHIEVE: *Get the right match*

|   |  |
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| <b>Build an online presence that communicates your culture and your purpose</b> | <ul style="list-style-type: none"> <li>-Blog, social media, ebooks</li> <li>-Demonstrate our culture visually and in word as a place that is fun to work at with a larger purpose driving it</li> <li>-Show company as experts in the childcare industry</li> </ul>  |
| <b>Be active in the community and be a resource</b>                             | <ul style="list-style-type: none"> <li>-Volunteer work individually and as a team</li> <li>-School relationships</li> <li>-Business cross marketing</li> <li>-Community workshops to benefit families</li> </ul>   |
| <b>Maintain “tour ready” properties</b>   | <ul style="list-style-type: none"> <li>-Make sure all buildings are visually appealing from the curb and all signage is appealing</li> <li>-Watch for window fingerprints and garbage</li> <li>-Find ways to add welcoming touches</li> <li>-Appealing break room, inviting office space, and entry way</li> </ul> |
| <b>Testimonials and referrals</b>   | <ul style="list-style-type: none"> <li>-Give testimonials and ask for them too!</li> <li>-Provide service that is exceptional so families and teachers will want to broadcast how wonderful the company is</li> <li>-Display testimonials all over the place</li> </ul>  |

## **C**APTURE: *Convert inquiry to a visit*

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| <b>Capitalize on all inquiries (website, phone calls, emails)</b> | <ul style="list-style-type: none"> <li>-Organize and follow-up on all leads IMMEDIATELY</li> <li>-Sound professional when answering the phone or other inquiry</li> <li>-Close the appointment to get the prospect in person to meet you</li> <li>-Be careful with lead information and handle with care</li> <li>-Be thankful for any referral or opportunity that comes our way</li> </ul> |
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## **H**IT : *“Be a hit!” Make an impression that dazzles*

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| <b>Maintain a clean &amp; attractive facility both inside and out</b>   | <ul style="list-style-type: none"> <li>-Look at things from the perspective of a potential family or new employee: Are we impressing with our looks? Exterior, entryway, hallways, windows, floors, walls, classrooms, breakroom</li> </ul>  |
| <b>Help prospects visualize being at the center (build connections)</b> | <ul style="list-style-type: none"> <li>-Use children name(s) during tours and engage at child’s level</li> <li>-Smile at potential teaching candidates and make them feel welcome</li> <li>-Does artwork tell a story, what do your spaces say about your culture or teaching methods</li> </ul> |
| <b>Ask for the relationship</b>   | <ul style="list-style-type: none"> <li>-Don’t let family leave the tour without asking for the enrollment</li> <li>-Check potential employee candidate where they are in making a decision to work here</li> </ul>   |

## **I****NCLUDE**: *Kick relationship off right!*

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| <b>Prepare for their arrival</b>    | <ul style="list-style-type: none"><li>-Check in before start date and make them feel welcome before day one</li><li>-Space is ready</li><li>-Everyone knows when someone new is starting</li></ul> |
| <b>Everyone should feel welcome</b> | <ul style="list-style-type: none"><li>-Ensure safety and reassurance</li><li>-Build initial connections</li><li>-Smile</li><li>-It's all about the little things (go the extra mile)</li></ul>     |
| <b>Share resources and tools</b>    | <ul style="list-style-type: none"><li>-How can you get them to feel connected and engaged right away</li><li>-Are there events coming up they should know</li></ul>                                |

## **E****QUIP**: *Invest in their success*

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|------------------------------|---|
| <b>Develop relationships</b> | <ul style="list-style-type: none"><li>-Encourage conversation among employees and families</li><li>-Check in with new families and new employees and see how their experience is and if there is anyway you can make it better</li><li>-Build trust and credibility by demonstrating confidence/purpose</li></ul> |
| <b>Build partnerships</b>    | <ul style="list-style-type: none"><li>-Collaborate and share in the experience together</li><li>-Mentor and be a resource</li></ul>   |
| <b>Encourage engagement</b>  | <ul style="list-style-type: none"><li>-Find ways you can get your coworkers and families engaged in activities</li></ul>  |

## **V****ERBALIZE**: *Evaluate perception of satisfaction*

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| <b>Intentional touches</b> | <ul style="list-style-type: none"><li>-Schedule intentional conversations and ways to appreciate and praise</li><li>-Don't just focus on the "loud" people or time wasters</li></ul>  |
| <b>Survey for feedback</b> | <ul style="list-style-type: none"><li>-Look for feedback on how you are performing and meeting expectations</li><li>-Schedule conferences</li><li>-Have open communication in relationships and be open to feedback</li></ul> |

## **E****XCITE**: *Cultivating raving fans*

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|---|--|
| <b>Create an experience which is built on core values</b> | <ul style="list-style-type: none"><li>-Live our core values</li><li>-Know specifically can you do to demonstrate each core value</li></ul> |
| <b>Ask &amp; give!</b>                                    | <ul style="list-style-type: none"><li>-Ask families for reviews</li><li>-Give a review as an employee</li></ul>                            |