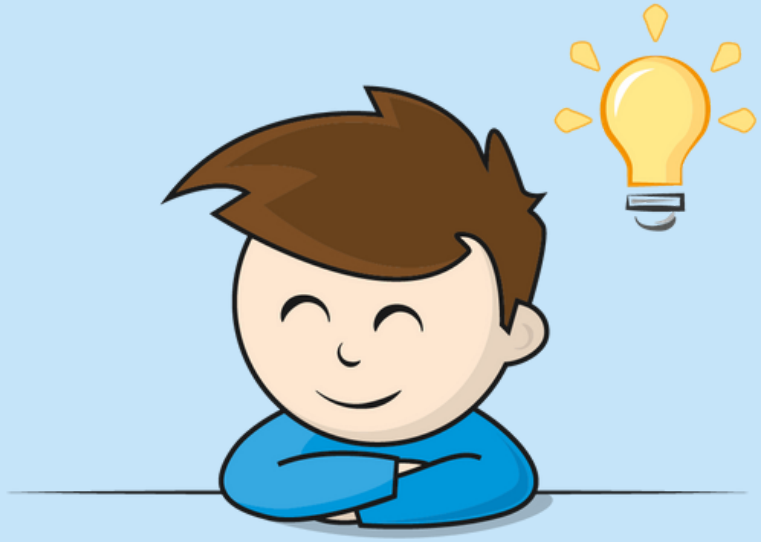
# ENROLLMENT ESSENTIALS



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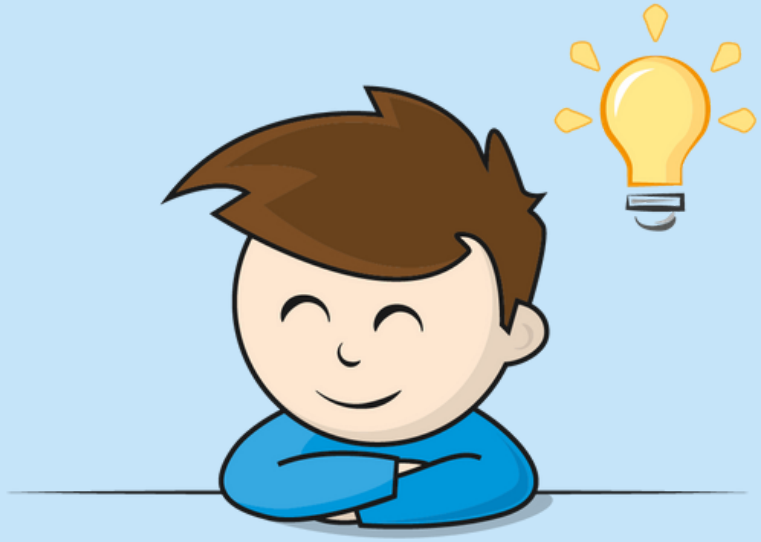
# ONE CHANCE TO MAKE A FIRST IMPRESSION

## How Small Changes Can Have a BIG Effect On Your Enrollment



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# Main Ingredients For Success in Child Care

**The QUALITY of Your Program...**

**AND ALL THAT ENTAILS**

**The QUALITY of Your Business...**

**AND ALL THAT ENTAILS**



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One of the most important business aspects is **ENROLLMENT**. Without children, you have **nothing**.

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# What Are the Essential Elements of Enrollment?

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# Find What Makes Your Center Unique

- After School Program
- In Business for Many Years
- Locally Owned and Operated
- Accreditation
- Field Trips
- Developmental Assessment

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"The idea of **SCOPE** (Safe, Clean, Organized, Professional, Educational) came to me in the mid-'80s after watching numerous focus groups with parents discussing what was **important** to them and what their **priorities** were for a **positive** early care and **education** experience."

*Dennis Vicars*

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# SCOPE IS MARKETING!

## Priorities of Operating a Well-Run Center

**S** — SAFE

**O** — ORGANIZED

**E** — EDUCATIONAL

**C** — CLEAN

**P** — PROFESSIONAL

# Five Priorities That Govern Everything You Do

- **SAFE**
  Remove Broken Toys/Equipment
  Clean Floor Spills Immediately
  No Hot Beverages Anywhere Around Children
- **CLEAN**
  Employ a Nightly Janitorial Program
  Classroom Free of Clutter
  Regularly Sanitize Toys and Door Handles
- **ORGANIZED**
  Label Each Classroom
  Counters are Neat and Organized
- **PROFESSIONAL**
  Calm, courteous and articulate in all conversations
  Strive to provide the highest level of quality
- **EDUCATIONAL**
  How children learn at each developmental stage
  Children learn by doing

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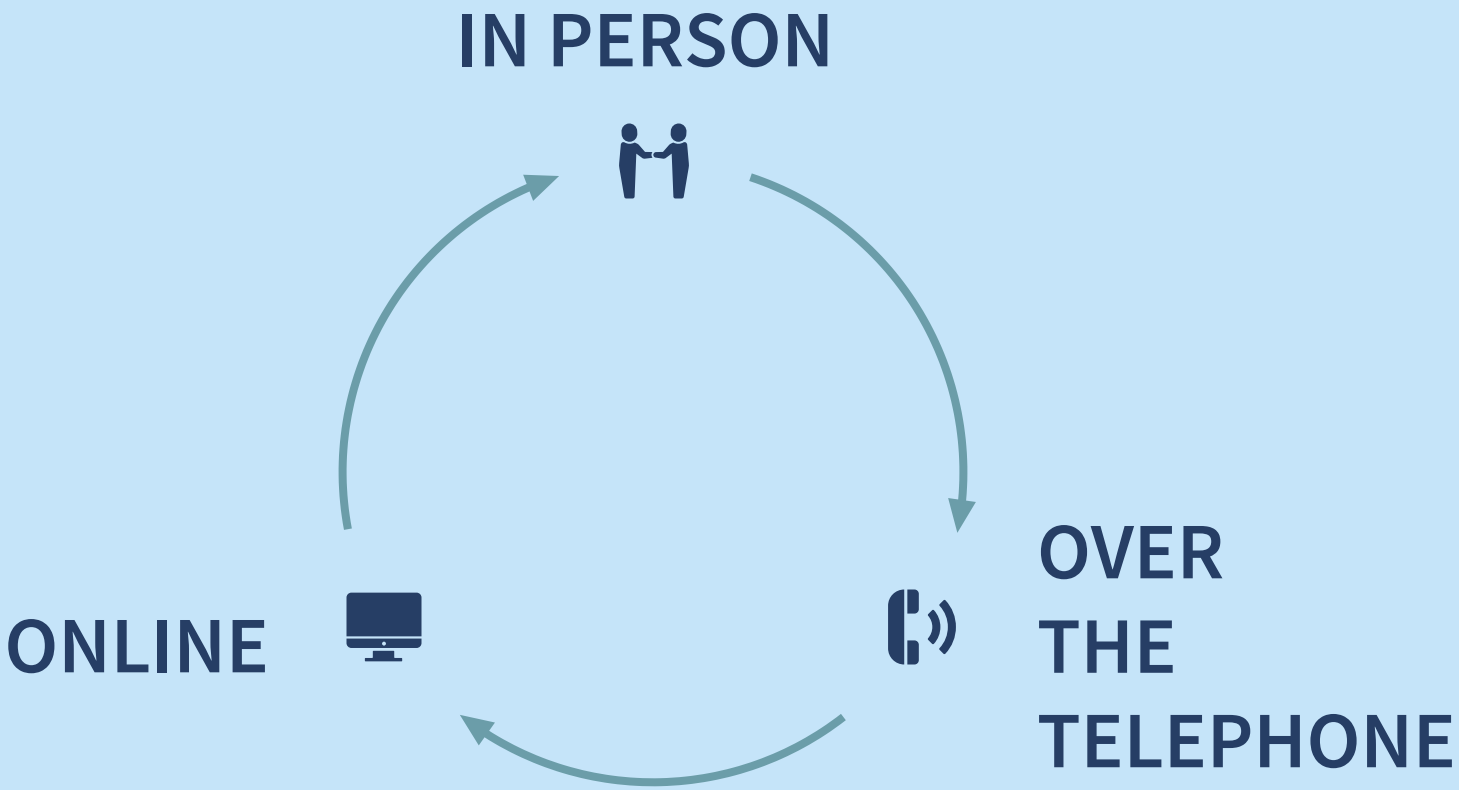
# There's Only One Chance For A First Impression!

## Main methods of “first contact” and those crucial first seconds

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# IN PERSON: A 5-SENSE APPROACH

## Your Welcome Area Should...

### LOOK GOOD!
Parking Lot, Reception Area

### SMELL GOOD!
What Image Does it Give You?

### SOUND GOOD!
What Does “Chaos” Sound Like?

### TASTE GOOD!
eg. Branded Water Bottles

### FEEL GOOD!
All these elements come together!

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# NEVER EVER EVER! RULES FOR TOURS

## NEVER EVER EVER...

1. Give Rate Information Out First
2. Ask for Phone Numbers or Email Before Showing Them Around
3. Ask them to Come Back Because It's Not Convenient Now
4. Not Show Them Around Because It's Naptime
5. Not Show Them the Playgrounds
6. Not Ask Them to Enroll!

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# On The Telephone: W.H.I.P It!

| W | H | I | P |
|---|---|---|---|
| **WELCOMING** | **HELPFUL** | **INFORMATIVE** | **PRODUCTIVE** |
| Greeting & Introduction | “Qualify” the Questions | “Buy In” To Program | Clear Next Steps |

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# How Most Calls Start...

- What are your rates...?
- Do you have any openings...?
- I would like some information about your school....

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# The DOs

## Make It Personal

Give your name and ask theirs. Ask their child's name and age.

## Program First

What makes your program unique?

## Get Them to Commit

How many days a week have you been thinking about?

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# The DON'Ts

## Never Lead With Cost

Talking about rates gives them a reason to stop listening.

## Close the Door

Never say you are full. Your waiting list is always open for enrollment.

## Fail to Create Value

There is always something about your center that is unique.

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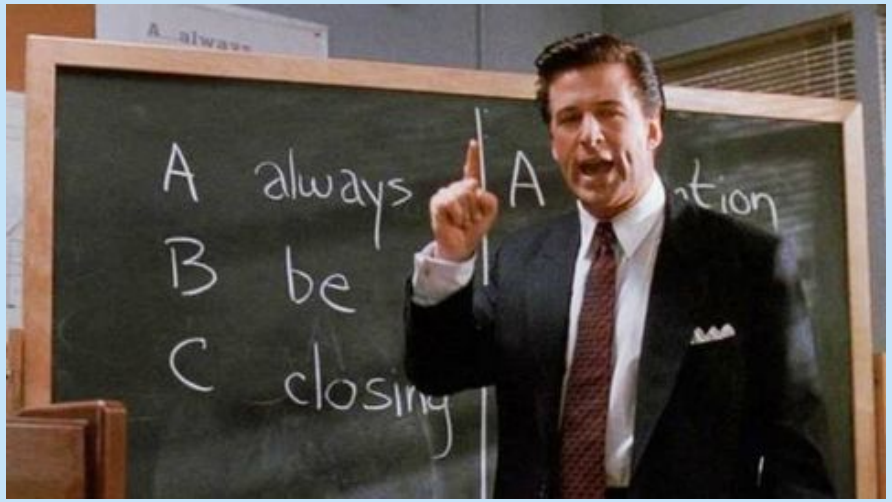
# Remember the ABC's




- Take Charge of the Conversation
- TOUR! TOUR!! TOUR!!!
- Schedule a tour! We always want ***COMMITMENT***

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# How Recorded Calls Create a Better First Impression

Keep Calm and Stay on Message

Capturing Accurate Information

Training

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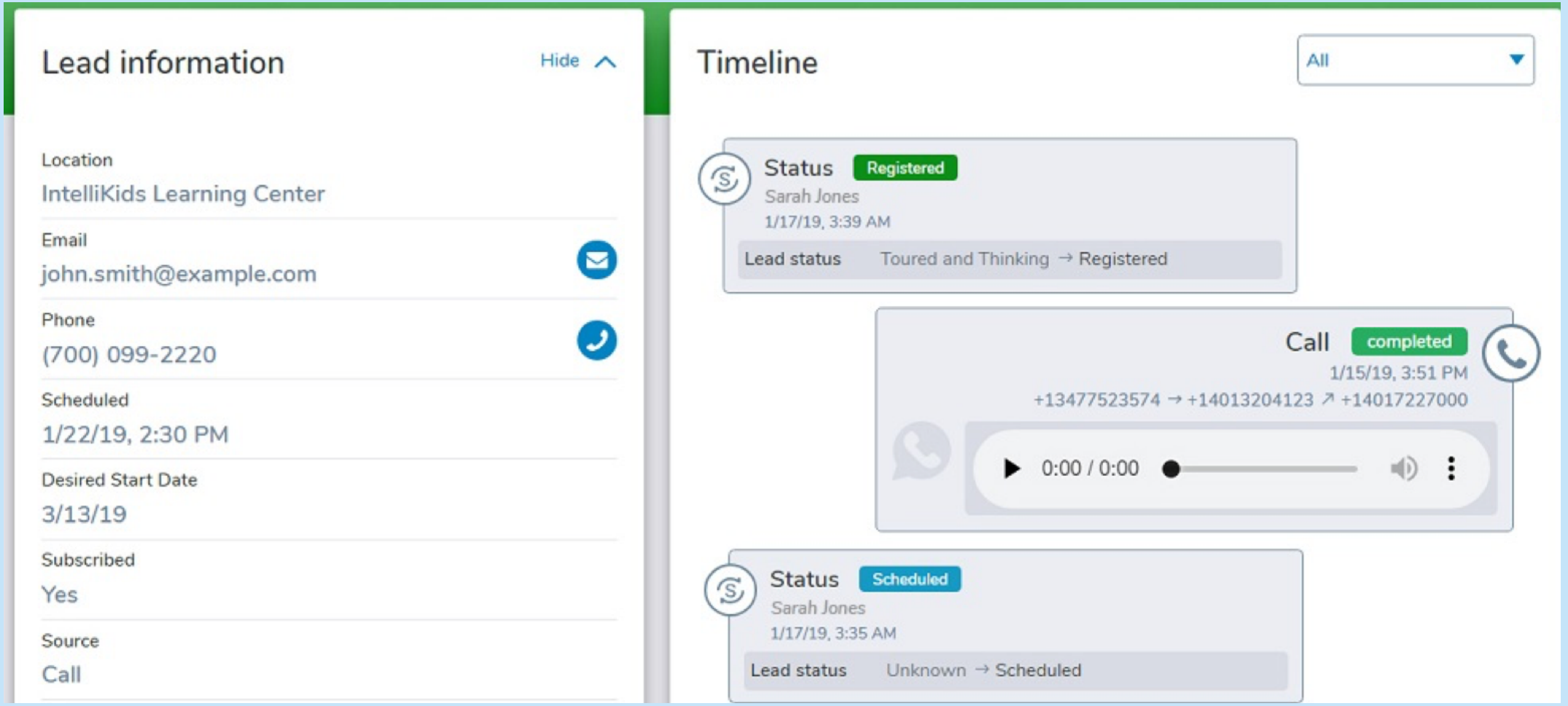
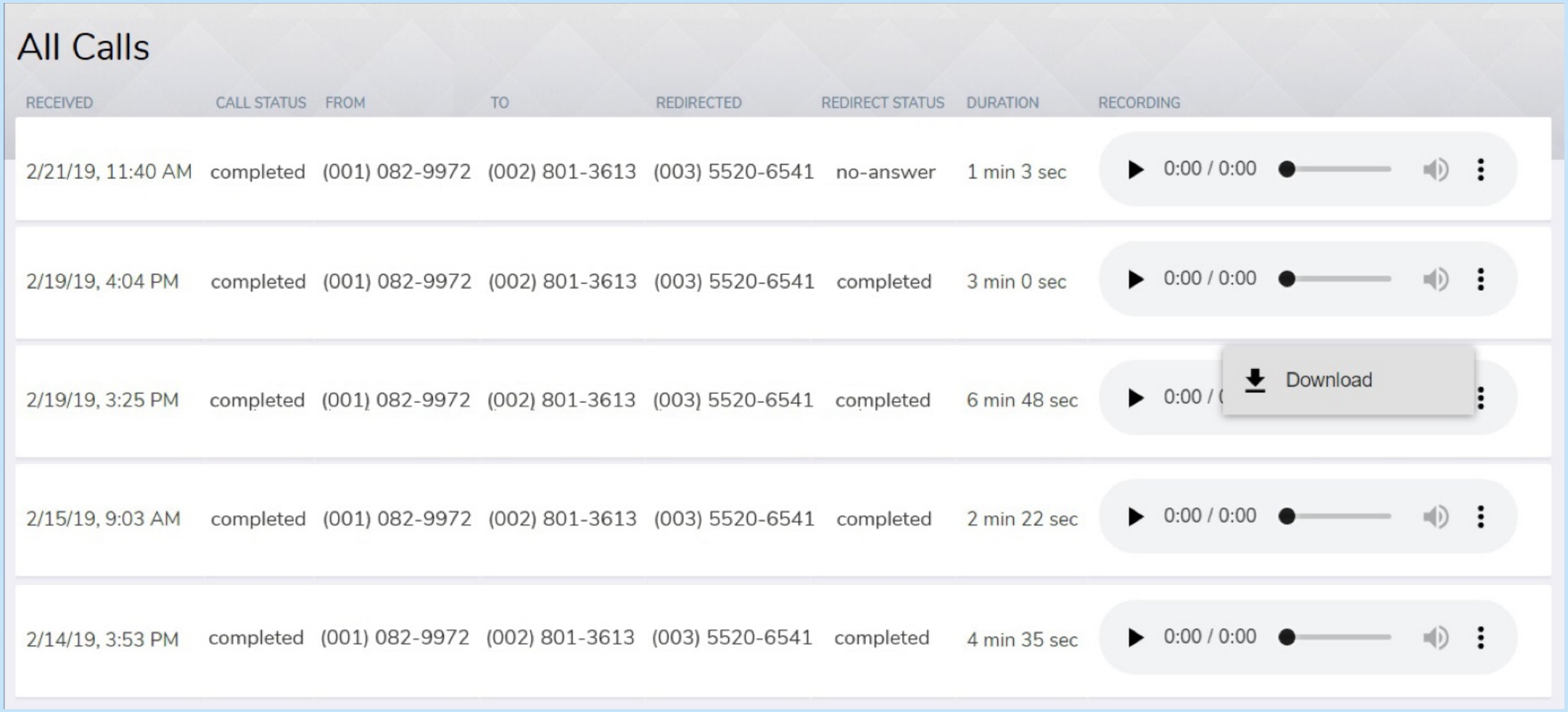
# The Power of Call Recording



# The Power of Call Recording



# ONLINE: WEBSITE

- **Look professional and reflect your brand**
  SIMPLE, FUNCTIONAL AND INFORMATIVE is a best practice.
- **Have clear CTA (call to actions) for your users**
  Request more information, schedule a tour or simply ask a question.
- **Response time is key**

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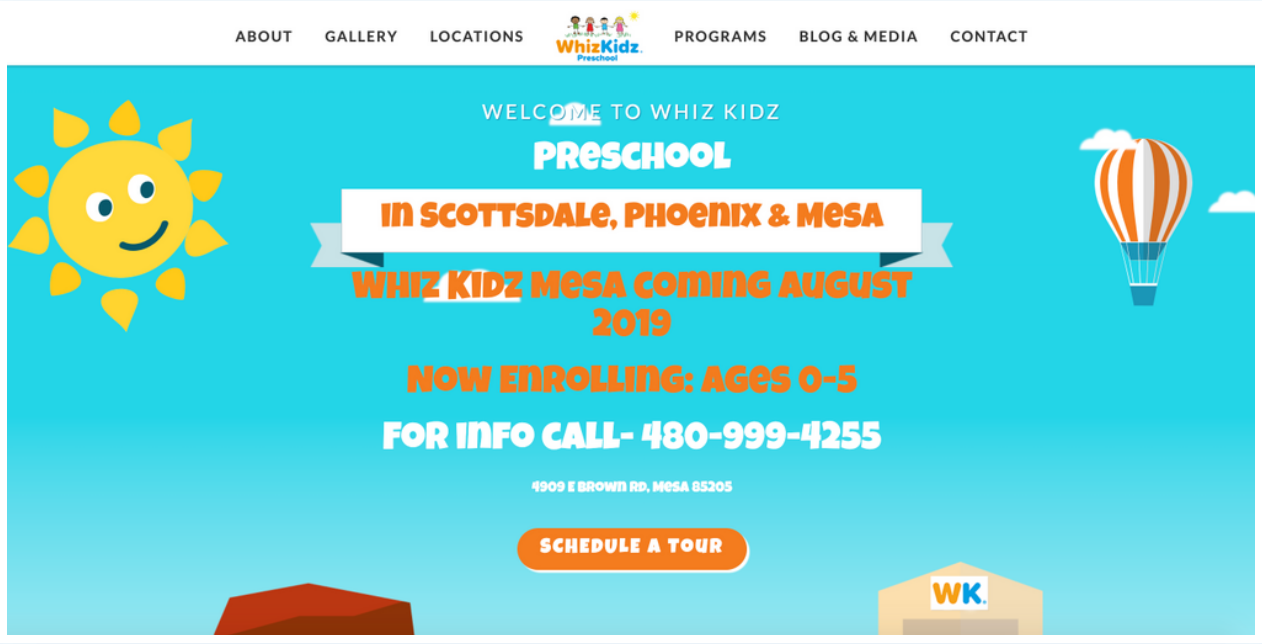
# Web Best Practices




- Clear Call To Action

  Schedule a tour button

- Clean and informative menu
- Bright and “on message”

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# Basic “Don't Dos” of Web

- No call to actions
- Small font, text to photo ratio
- Lack of organization

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# Landing Pages. A Modern Approach

- Allows you to collect information important to your enrollment efforts
- Provides an important “commitment” in the mind of the parent

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# A few of the leading DIY Website Builders

www.wix.com

www.squarespace.com

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How you **communicate** to your prospective parents is **essential** to your **first impression**

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How many of you have begun to feel a **communication divide** between yourselves and your **younger** parents?

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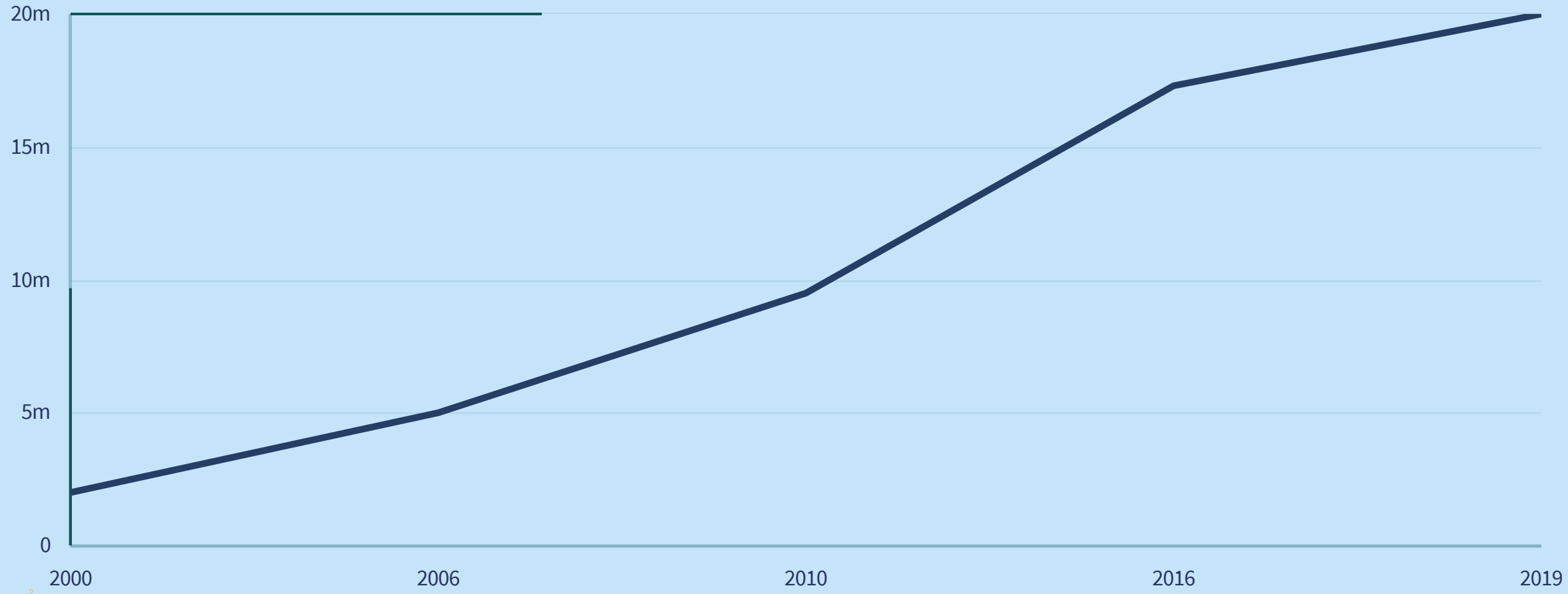
# Number of Births to Mothers Born 1981-1996

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# 88%

Of all children born in 2018 were born to Millennial Mothers

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In **total**, Millennial Mothers are expected to give birth to **75 Million** Children

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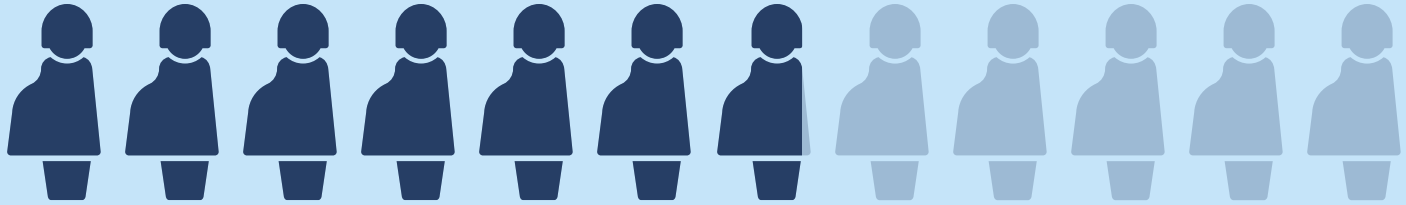
# 56%



More than **half** of all children estimated to be born by millennials have already been **born**

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# **Innovate** Your **Communication** to Connect With the **Next Generation** of Parents

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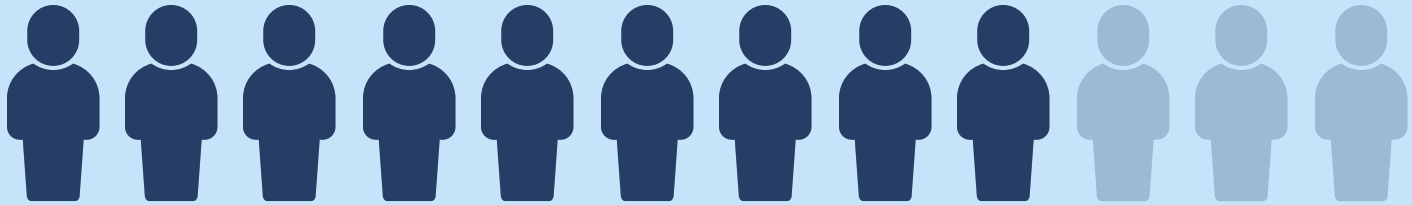
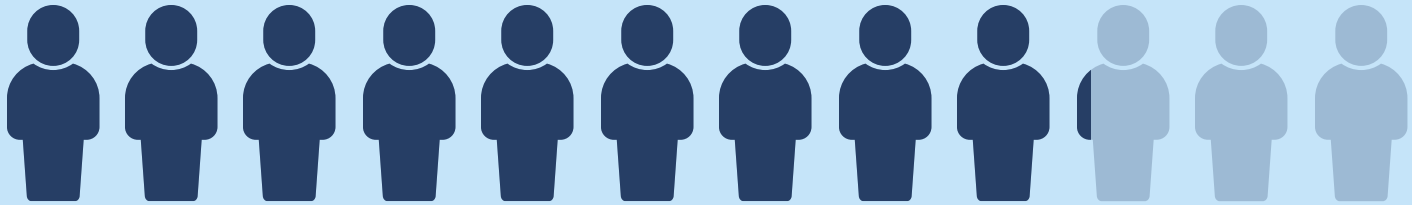
# 75%



**of Millennials Prefer Texting Over Talking**

# 76%



**Texts are “more convenient” and on their own schedule**

*Source: Media Post*

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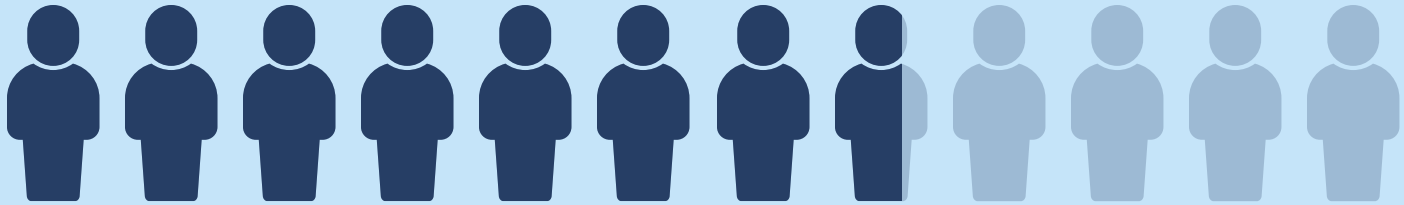
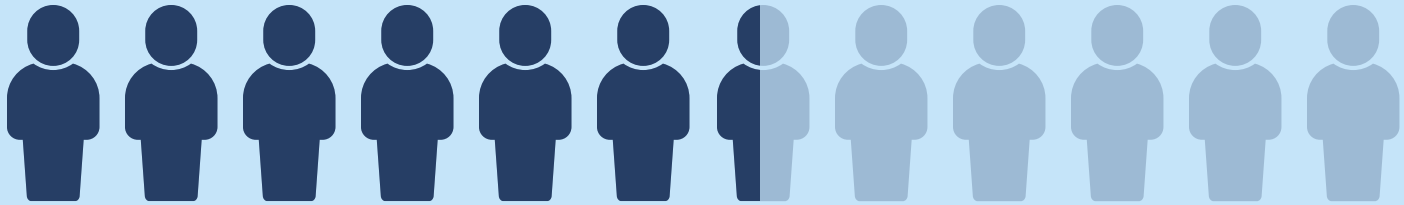
63%



Texts are “Less Disruptive Than A Voice Call”

53%



Prefer to “Text VS. Call” in General

*Source: Media Post*

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# **Case Study**: The inexplicably high percentage of **no-shows** for **scheduled** tours

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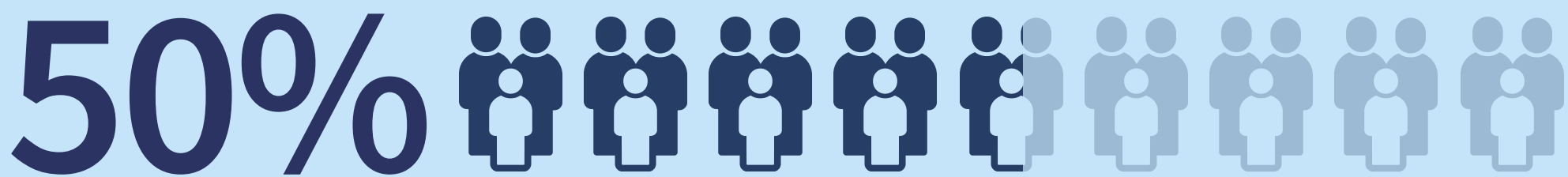
# We identified a **problem** when we **started** to track our enrollment **efforts**




Percentage of tours attended vs. scheduled

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# **Solution**: We implemented a 24 hour **reminder text** before all tours.

- We correctly assumed that it was a general lack of organization vs lack of interest in our program
- Once the parent had missed their tour, they were reluctant to answer our attempts to reschedule, assumedly due to embarrassment

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# The Aftermath of Our Solution

Our rate of no-shows after implementing the reminder text

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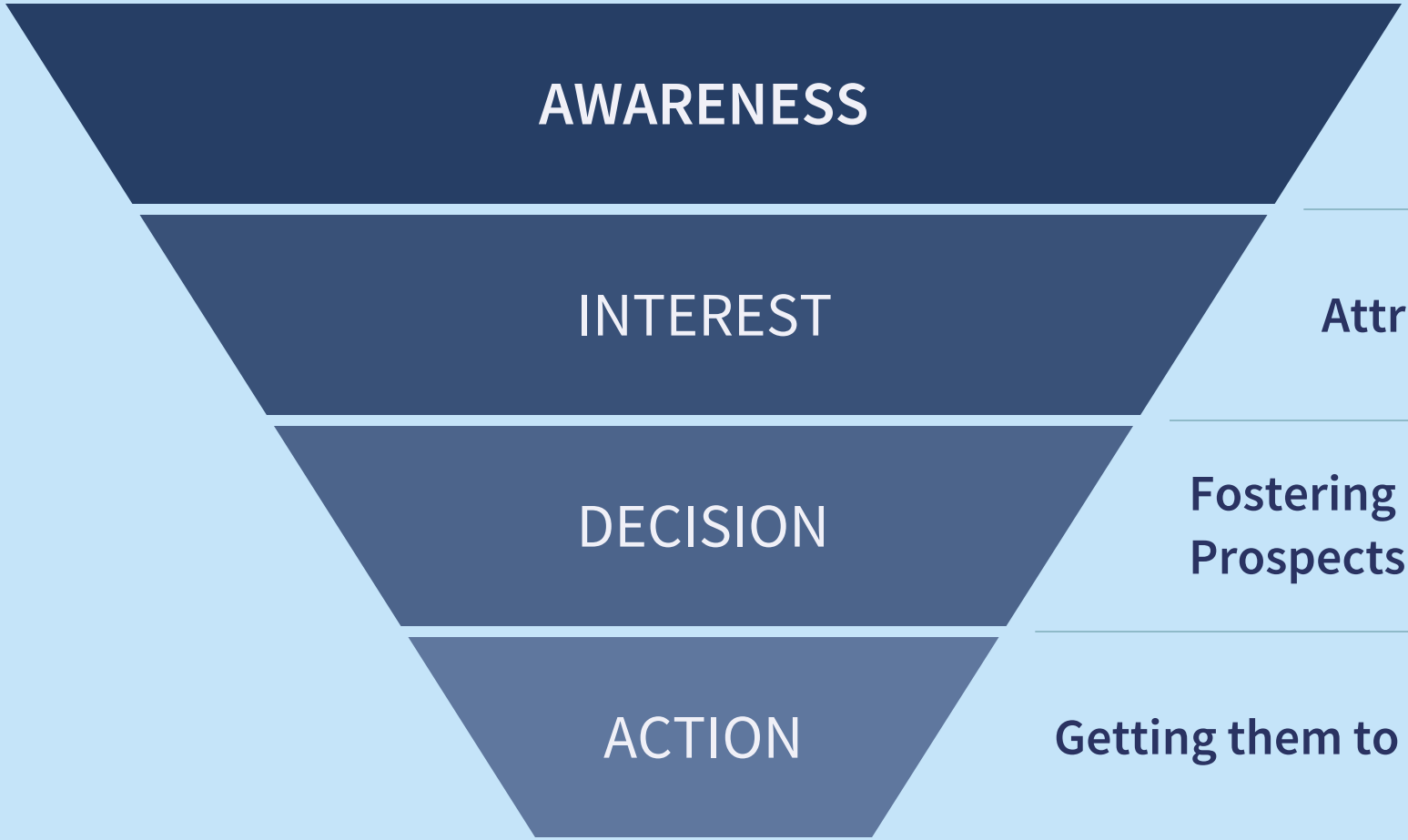
# Prospective Families Slip Through the Cracks at Each Step of the Funnel




**Letting Them Know You Exist**

**Attracting Parents to your Center**

**Fostering Communication and Nurturing Prospects**

**Getting them to Tour and Register!**

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# Creating a Tighter Connection Throughout the Conversion Process

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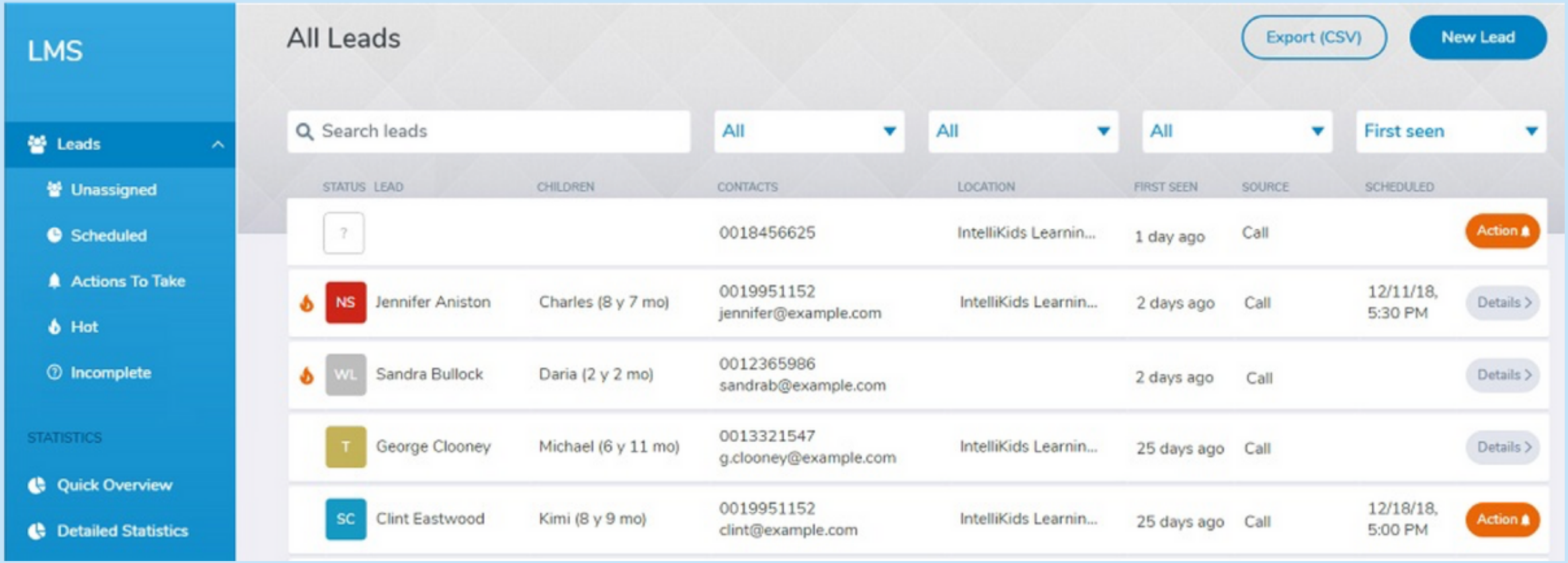
# The Importance of Lead Management

Organization and Procedure are the recipes for success!



“Plans are of little purpose, but **planning** is essential to **success**”

Winston Churchill

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# Sample Phone Script

## Based on Best Practices

www.script.iks.center

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# Thank You!

...Any Questions?

Carol Levins and Jared Hall
Feel free to reach out:
jared@intellikidsystems.com

I'm Christina, lead Success Engineer for IntelliKid Systems. I have been in the early childhood field for over eleven years. I started my journey in the field as a preschool teacher and have had the opportunity to gain experience as Assistant Director, Director and District Manager. I was one of the first users of IntelliKid Systems and instantly fell in love with the ease and usefulness of the product.

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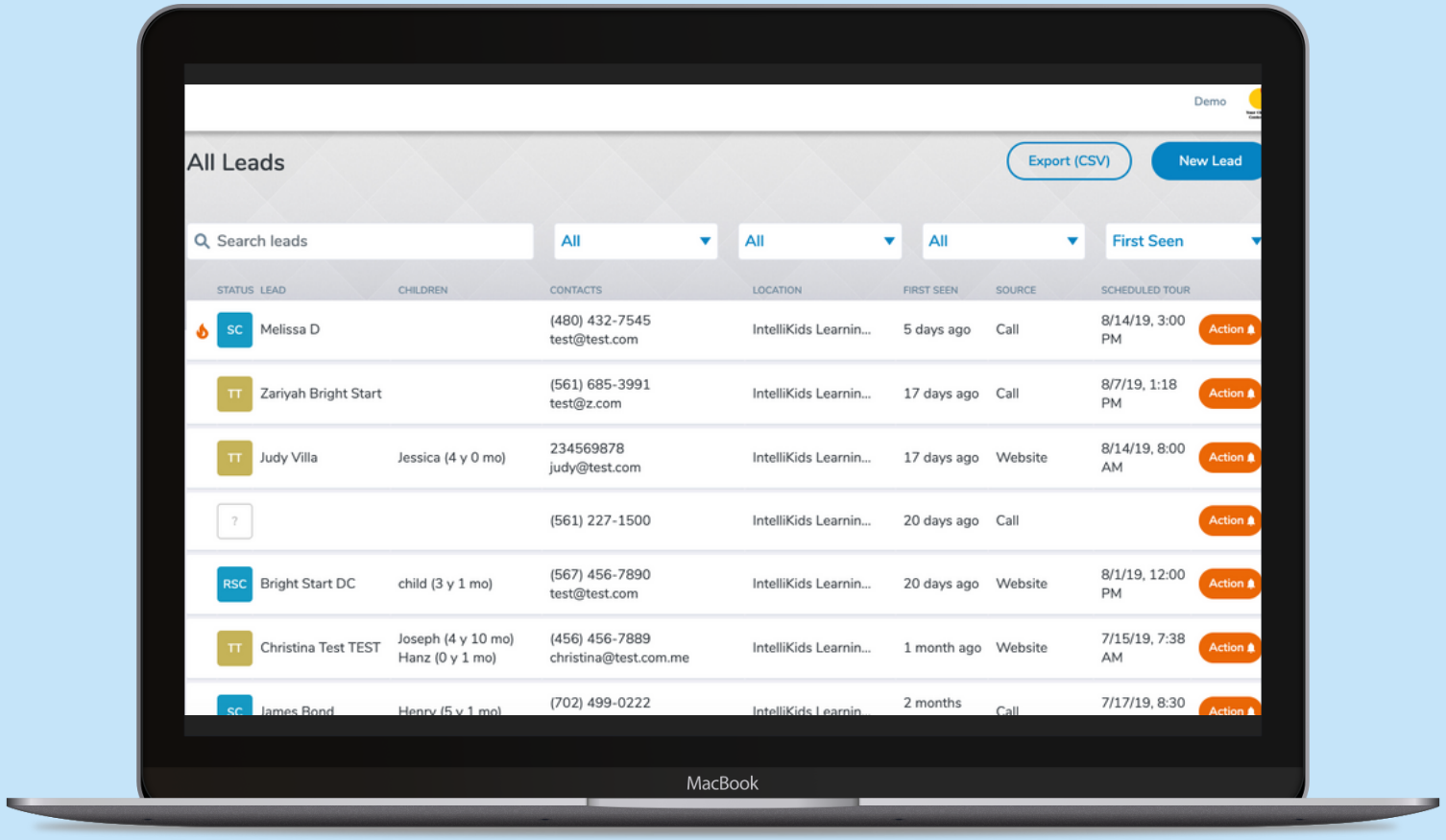
# Convert Your Potential Students into Enrolled Students!




- By Child Care Owners, **FOR CHILDCARE OWNERS**
- Easy-to-use marketing and lead tracking platform
- Designed specifically for the childcare industry

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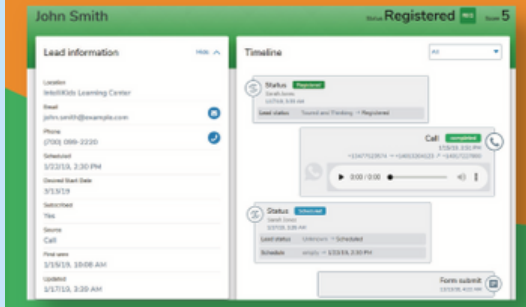
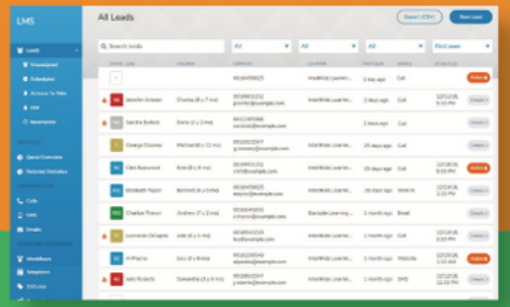
# Intelligent Lead Management



## All In One Place

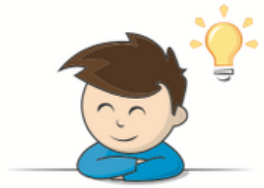
View all of a lead's interaction with your center on one easy-to-read timeline.

## Intuitive And Easy-to-Learn

Our color-coded statuses and helpful action hints dramatically decrease the learning curve for new users.

## In-depth Look Into Your Center's Performance

Get an unprecedented look into your single-site or multisite center's performance. Real world metrics help you make real world improvements.



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Smart Solutions for Smarter Marketing

# Learn how to unlock your center's enrollment potential!

- Call Recording
- Landing Pages
- Turnkey Setup
- SMS + Email
- Marketing Automation
- Easy Lead Import

## FEATURES

### Call Recording
Listen and review inquiry calls to train and improve your office staff's ability to connect with prospective families.

### Turnkey Setup
Out-of-the-box usability based on 40 years of experience plus fully customizable features to tailor to your business needs.

### Marketing Automation
Create your own unique planning including custom templates to automatically respond to inquiries keeping prospective families engaged with your center during their decision-making process.

### Landing Pages
Create custom forms on your website that flow directly into your IKS system allowing you to identify how your prospective families found your center.

### SMS + Email
Automatically connects with families via text message and email to remind them of scheduled tours, waitlist status, and move them along the process to registration.

### Easy Lead Import
Easily transfer your existing leads from other programs to IKS.

**Please schedule a demo at www.intellikidsystems.com**

# Get in Touch!

Feel free to call and discuss more about our program!

**(877)-574-2635**

Send us your questions! We love to answer them, and love talking about how we can help your business.

**info@intellikidsystems.com**

Just want to learn more or schedule a demo? Our website is full of information and you can set up a walk through!

**www.intellikidsystems.com**

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Directly following this webinar we will be having **a LIVE Demo** of our system. Follow this link to join:

**https://www.gotomeet.me/intellikidsystems**

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