

Handle leads effectively (part 4)

Using a consistent method to follow up with interested parents

“A goal without a method is nonsense.”

W. Edwards Deming

Your goal is for interested parents to meet with you on campus--and eventually enroll. What is your method?

We've talked about why seeing parents in person is important and how to simplify scheduling to get them there. Today, we'll start using a method for talking with and tracking interested parents.

Print the form in link below

In the Marketing Corner of the education department website, you can download a Word file you can customize or a PDF to print and use as is. They are titled, “Inquiry Checklist and Tracking.”

Make copies and put them in your bright, colorful binder

If you don't know what I mean, see Handle Leads Effectively, part one

Review the top half of the form with everyone who could possibly answer the phone at your school. (This includes you.)

Notice that **your staff should answer questions**--although it is not their first priority because...

- If you have student or volunteer receptionists, start compiling a list of common questions with accurate answers as a resource for them (this can also go in the binder). It does **not** need to be comprehensive. Their goal is to be helpful but shift to scheduling a meeting with you.

...Goal #1: Schedule an in-person meeting with the principal.

- This is why last week you set aside time and put a calendar for it in your colorful binder. Right?

Goal #2: Get their contact information.

- You need this in order to follow up with a thank you note and reminder of your meeting, including any tips if your school is hard to find. Do not send your whole registration packet.
- For A+ work: Include a one-page flyer or letter describing the benefits of your school with quotes from happy parents and students.

Goal #3: learn how they heard about your school.

- If you don't get this information over the phone, you need to find out during your first meeting. This is vital in order to thank the person(s) who is referring parents to your school.

Binder tab:

Put this in front of the January tab and behind “Handle leads effectively, part 3.”

School size: All