

Handle leads effectively (part 10)

Calling parents after their school visits—show interest and learn from all

“Good words are worth much and cost little.”

George Herbert

Call parents to follow up after a visit

One week after a family's last visit to your school call them to follow up.

Ask if they have any questions you can answer.

This should be your first topic and the reason for your call.

Try to get a sense about their school choice.

If they are enrolling ask, "Is there anything we can help with in the process?"

If they are not enrolling ask, "Do you mind telling us what was key in your decision?" This is invaluable information. Write it on the *Inquiry Checklist and Tracking* form--along with the school they will be attending.

In either case, thank them for their interest and wish them well--sincerely.

Keep the *Inquiry Checklist and Tracking* forms

You will want to look through these in the summer for trends in what is working in your recruiting approach and what isn't. Are you enrolling most of the students you talk with? If not, where are they going instead?

Delegating:

You need to make the calls to parents yourself. Your personal care and interest are important. You can ask a volunteer or staff member to go through the tracking forms each summer to look for trends in your recruitment. But you need to see that report so you can take action.

Binder tab: Ongoing

Put this in front of the January tab and behind “Handle leads effectively, part 9.”

School size: All