

Retain preschoolers into kindergarten

Connecting through preschool teachers

“The probability of selling to an existing customer is 60-70%, while the probability of selling to a new prospect is 5-20%.”

Marketing Metrics

Last week's message focused on actions you and your kindergarten teacher can take.

Today's message relies on building connections through the preschool teachers. By turning them into enthusiastic supporters of your school, you will have a consistent source of positive word-of-mouth from people your preschool parents already trust.

Thrill preschool teachers into promoting the kindergarten

Telling preschool teachers that they need to speak well of the school won't work. They will be persuasive only if they truly love your school.

This means your preschool teachers need a clear picture of your kindergarten program, the awesomeness of your kindergarten teacher and the benefits of your program. This will be most effective if it comes directly through a personal connection between the preschool teachers and the kindergarten teacher.

Include preschool families in all school events

The most effective way to include preschool families in your school events is for the preschool to be part of the event. So, make it easy for the preschool staff to plan preschool participation at your open house, Fall Festival, Christmas program, Thanksgiving event, music programs, etc.. Preschool parents having a natural reason to be at these events creates opportunities for them to connect with parents of other grade levels, to hear why those parents are pleased with your school, and to feel part of your school community.

Delegating:

The personal connection between kindergarten and preschool teachers needs to be delegated to your kindergarten teacher. You need to be responsible for ensuring the preschool is included in school events.

Binder tab: August

School size:

Schools with preschools (whether they are operated by your school or church)

Marketing process step:

- 1) Who are we?
- 2) What do families want?
- 3) What needs to change?
- 4) How do we tell our community?
- 5) How do we track results?