

Handle leads effectively (part 3)

Blocking out time for prospective parent meetings

“My hour for tea is half-past five, and my buttered toast waits for nobody.”

Wilkie Collins

Block out weekly time for prospective parent meetings

Anyone answering the phone needs to be able to schedule a meeting between you and prospective parents--without transferring the caller or putting them on hold. To facilitate that you need to set a standard time each week in which you will not schedule yourself for anything else. This information will go in the front of the colorful binder you bought.

- Yes, I know you will not have parents to meet with every week. So some weeks you'll have a chunk of time with nothing scheduled, and what's not to like about that!
- Yes, I know that many of you are the sole phone answerer at your school. For you, blocking out time means you can offer an appointment option quickly--without digging through your calendar.
- Yes, I know that your blocked time will not always work for prospective parents. So you or your secretary will need to find a time that works for them. But hopefully, you can streamline this process for most parents.

Naturally, if you are lucky enough to have a secretary or volunteer to answer your phones, they will need to tell you when they have scheduled an appointment for you. And they will need to start the tracking process.

But that is the topic for another week...

Binder tab:

Put this in front of the January tab and behind “Handling leads, part 2.”

School size: All