

## Handle leads effectively (part 9)

Invite prospective students to spend time in the classroom

***“People spend money when and where they feel good.”***

Walt Disney

The *Inquiry Checklist and Tracking* form assumes that prospective parents and students will be on your campus twice before deciding to enroll. If they choose you sooner—hooray! But don't build your system for recruiting new students on that assumption. They are making a big, expensive decision. Especially if they are not an Adventist family, you should expect it will take longer for a final decision.

### **Schedule a classroom visit/day for the child**

By the end of your meeting with the parents you should offer to schedule a classroom visit for their child. This can be a half or whole day depending on the age of the child and their interest. (And be sure to tell the classroom teacher, if that is not you.)

### **Send a thank you note**

After your first meeting with parents, write a hand-written thank you note and send it that day.

### **Be out front to welcome them all to that classroom visit**

Come prepared with:

- A cheerful greeting.
- A small, age-appropriate "door prize" for the student. If this is something with your school's name on it, even better.
- The offer to walk them to their classroom—parents can certainly tag along.

For A+ work: Ask a current parent who is friendly, chatty and thrilled with your school if they can be available to be introduced to the prospective parents after their kids have been dropped off.

### **Ask the classroom teacher to create delight**

Your goal for this second meeting is to create "delight" for the family. Delight shouldn't be expensive--just pleasant and unexpected (e.g. your greeting and prize,

a desk set for the child in the classroom and labelled with their name in a way that matches the other students' desks).

**And yes, another thank you note (from the teacher)**

Try to share a story from the child's day.

**Delegating:**

You can delegate coordinating this second visit to a volunteer. They would think up and get the prize you will hand to the student, find the current parent who is willing to meet the prospective parents, and help the classroom teacher prep for the student.

**Binder tab:**

Put this in front of the January tab and behind "Handle leads effectively, part 8."

**School size:** All