ENROLLMENT ESSENTIALS
ONE CHANCE TO MAKE A FIRST IMPRESSION
How Small Changes Can Have a BIG Effect On Your Enrollment
Main Ingredients For Success in Child Care

The QUALITY of Your Program...
AND ALL THAT ENTAILS

The QUALITY of Your Business...
AND ALL THAT ENTAILS
One of the most important business aspects is **ENROLLMENT**. Without children, you have **nothing**.
What Are the Essential Elements of Enrollment?

- High-Quality Program
- Acquisition & Organization
- Conversion
Find What Makes Your Center Unique

After School Program
Locally Owned and Operated
In Business for Many Years
Accreditation
Field Trips
Developmental Assessment

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“The idea of **SCOPE** (Safe, Clean, Organized, Professional, Educational) came to me in the mid-'80s after watching numerous focus groups with parents discussing what was **important** to them and what their **priorities** were for a **positive** early care and **education** experience.”

*Dennis Vicars*
SCOPE IS MARKETING!

Priorities of Operating a Well-Run Center

S
SAFE

O
ORGANIZED

E
EDUCATIONAL

C
CLEAN

P
PROFESSIONAL
Five Priorities That Govern Everything You Do

- **SAFE**
  - Remove Broken Toys/Equipment
  - Clean Floor Spills Immediately
  - No Hot Beverages Anywhere Around Children

- **CLEAN**
  - Employ a Nightly Janitorial Program
  - Classroom Free of Clutter
  - Regularly Sanitize Toys and Door Handles

- **ORGANIZED**
  - Label Each Classroom
  - Counters are Neat and Organized

- **PROFESSIONAL**
  - Calm, courteous and articulate in all conversations
  - Strive to provide the highest level of quality

- **EDUCATIONAL**
  - How children learn at each developmental stage
  - Children learn by doing
There's Only One Chance For A First Impression!
Main methods of “first contact” and those crucial first seconds
IN PERSON: A 5-SENSE APPROACH

Your Welcome Area Should...

**LOOK GOOD!**
Parking Lot, Reception Area

**SOUND GOOD!**
What Does “Chaos” Sound Like?

**FEEL GOOD!**
All these elements come together!

**SMELL GOOD!**
What Image Does it Give You?

**TASTE GOOD!**
eg. Branded Water Bottles
NEVER EVER EVER EVER! RULES FOR TOURS

NEVER EVER EVER...

1. Give Rate Information Out First
2. Ask for Phone Numbers or Email Before Showing Them Around
3. Ask them to Come Back Because It's Not Convenient Now
4. Not Show Them Around Because It's Naptime
5. Not Show Them the Playgrounds
6. Not Ask Them to Enroll!
On The Telephone: W.H.I.P It!

WELCOMING  HELPFUL  INFORMATIVE  PRODUCTIVE
Greeting & Introduction  “Qualify” the Questions  “Buy In” To Program  Clear Next Steps

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How Most Calls Start...

- What are your rates...?
- Do you have any openings...?
- I would like some information about your school....
The DOs

Make It Personal
Give your name and ask theirs.
Ask their child's name and age.

Program First
What makes your program unique?

Get Them to Commit
How many days a week have you been thinking about?
The DON'Ts

Never Lead With Cost
Talking about rates gives them a reason to stop listening.

Close the Door
Never say you are full. Your waiting list is always open for enrollment.

Fail to Create Value
There is always something about your center that is unique.
Remember the ABC's

- Take Charge of the Conversation
- TOUR! TOUR!! TOUR!!!
- Schedule a tour! We always want COMMITMENT
How Recorded Calls Create a Better First Impression

- Keep Calm and Stay on Message
- Capturing Accurate Information
- Training

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The Power of Call Recording
# The Power of Call Recording

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ONLINE: WEBSITE

• Look professional and reflect your brand
  SIMPLE, FUNCTIONAL AND INFORMATIVE is a best practice.

• Have clear CTA (call to actions) for your users
  Request more information, schedule a tour or simply ask a question.

• Response time is key
Web Best Practices

- Clear Call To Action
  Schedule a tour button
- Clean and informative menu
- Bright and “on message”
Basic “Don't Dos” of Web

- No call to actions
- Small font, text to photo ratio
- Lack of organization
Landing Pages. A Modern Approach

- Allows you to collect information important to your enrollment efforts
- Provides an important “commitment” in the mind of the parent
A few of the leading DIY Website Builders

www.wix.com

www.squarespace.com
How you communicate to your prospective parents is essential to your first impression.
How many of you have begun to feel a communication divide between yourselves and your younger parents?
Number of Births to Mothers Born 1981-1996
88%  

Of all children born in 2018 were born to Millennial Mothers
In total, Millennial Mothers are expected to give birth to 75 Million Children
56% More than half of all children estimated to be born by millennials have already been born
Innovate Your Communication to Connect With the Next Generation of Parents
75% of Millennials Prefer Texting Over Talking

76% Texts are “more convenient” and on their own schedule

Source: Media Post
63% Texts are “Less Disruptive Than A Voice Call”

53% Prefer to “Text VS. Call” in General

Source: Media Post
Case Study: The inexplicably high percentage of no-shows for scheduled tours
We identified a problem when we started to track our enrollment efforts.

50%

Percentage of tours attended vs. scheduled
Solution: We implemented a 24 hour reminder text before all tours.

- We correctly assumed that it was a general lack of organization vs lack of interest in our program.
- Once the parent had missed their tour, they were reluctant to answer our attempts to reschedule, presumably due to embarrassment.
The Aftermath of Our Solution

4.5%

Our rate of no-shows after implementing the reminder text
Prospective Families Slip Through the Cracks at Each Step of the Funnel

- **AWARENESS**: Letting Them Know You Exist
- **INTEREST**: Attracting Parents to your Center
- **DECISION**: Fostering Communication and Nurturing Prospects
- **ACTION**: Getting them to Tour and Register!
Creating a Tighter Connection Throughout the Conversion Process

CONTACT  TOUR  DECISION  REGISTRATION
The Importance of Lead Management

Organization and Procedure are the recipes for success!
“Plans are of little purpose, but planning is essential to success”

Winston Churchill
Sample Phone Script
Based on Best Practices

www.script.iks.center
Thank You!

...Any Questions?

Carol Levins and Jared Hall
Feel free to reach out:
jared@intellikidsystems.com
I'm Christina, lead Success Engineer for IntelliKid Systems. I have been in the early childhood field for over eleven years. I started my journey in the field as a preschool teacher and have had the opportunity to gain experience as Assistant Director, Director and District Manager. I was one of the first users of IntelliKid Systems and instantly fell in love with the ease and usefulness of the product.
Convert Your Potential Students into Enrolled Students!

- By Child Care Owners, FOR CHILDCARE OWNERS
- Easy-to-use marketing and lead tracking platform
- Designed specifically for the childcare industry
Intelligent Lead Management

**All In One Place**
View all of a lead’s interaction with your center on one easy-to-read timeline.

**Intuitive And Easy-to-Learn**
Our color-coded statuses and helpful action hints dramatically decrease the learning curve for new users.

**In-depth Look Into Your Center’s Performance**
Get an unprecedented look into your single-site or multisite center’s performance. Real world metrics help you make real world improvements.

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**Learn how to unlock your center’s enrollment potential!**

- **Call Recording**
- **Landing Pages**
- **Turnkey Setup**
- **SMS + Email**
- **Marketing Automation**
- **Easy Lead Import**

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**Features**

- **Call Recording**
  Listen and review inquiry calls to train and improve your office staff’s ability to connect with prospective families.

- **Turnkey Setup**
  Out-of-the-box usability based on 40 years of experience plus fully customizable features to tailor to your business needs.

- **Marketing Automation**
  Create your own unique planning including custom templates to automatically respond to inquiries keeping prospective families engaged with your center during their decision-making process.

- **Landing Pages**
  Create custom forms on your website that flow directly into your IKS system allowing you to identify how your prospective families found your center.

- **SMS + Email**
  Automatically connects with families via text message and email to remind them of scheduled tours, waitlist status, and move them along the process to registration.

- **Easy Lead Import**
  Easily transfer your existing leads from other programs to IKS.

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Please schedule a demo at www.intellikidsystems.com
Get in Touch!

Feel free to call and discuss more about our program!

(877)-574-2635

Send us your questions! We love to answer them, and love talking about how we can help your business.

info@intellikidsystems.com

Just want to learn more or schedule a demo? Our website is full of information and you can set up a walk through!

www.intellikidsystems.com
Directly following this webinar we will be having a LIVE Demo of our system. Follow this link to join:

https://www.gotomeet.me/intellikidsystems