

## SPECIAL REPORT



on

### CHILD CARE MARKETING AND SALES

By Julie Wassom

#### *Ten Habits of Highly Effective Enrollment Builders*

The most successful enrollment builders are passionate about helping families make the best early care and education decisions for their children. They consistently practice these habits to enroll and retain more children. You can too!

1. **Think differently about enrollment building.** See it less as a sales job and more as...
  - a path to providing higher quality care for more children and families
  - a way to help parents make a good buying decision
  - the primary source of revenue for sustaining your business.
  
2. **Get to the heart of parent needs.** Use skilled asking to learn more than parents' basic needs for care and education. Note that information on inquiry logs and refer back to it to personalize future calls and center visits toward those benefits each prospect seeks most.
  
3. **Know your unique, competitive differences.** To be a highly effective enrollment builder, you must determine all the features of your center, program, staff, and services that differentiate you from other choices your prospects might consider. These are your value propositions, or what I call your *Basic Competitive Advantages*. How can you know what parents perceive as the differences between you and your competition? Ask them why they chose you.
  
4. **Sell versus Tell your program's benefits.** Articulate your unique Basic Competitive Advantages in benefit statements that communicate what the prospect gets, not in feature statements that tell only what you have to offer. "*Our toddler lead teacher has been here for seven years,*" is a feature statement. Learn how to say this as a benefit statement. People buy what they get, not merely what you have to offer.

5. **ASK for the visit or enrollment.** Successful enrollment builders make it a habit to practice this skill with each prospect. Learn ways to ask comfortably and confidently, so doing so can help parents make the decision to act on your recommendations to visit or enroll. Closing, or asking for the decision, significantly increases conversions.
6. **See prospect objections as an enrollment opportunity.** The wisest enrollment builders address prospect objections in a way that helps guide the parents to the best decision for their children and family. Even if you cannot win the enrollment, when you handle objections well, you win future referrals.
7. **Source inquiries.** Ask every inquiry the ways they learned about you. A question, such as, “*What are the ways you learned about us?*” will yield more information than merely, “*How did you hear about us?*” Log that source data and use the results to help plan future marketing actions.
8. **Initiate follow up with enrollment prospects.** To increase conversions, initiate regular follow up, rather than hoping parents will call or come back. Make follow up an easy and effective habit by practicing good time management and using a customer relationship management system.
9. **Make staff into marketing partners.** Train and reward staff as marketing partners. Their interactions with parents on the phone, during center visits, and in ongoing communications means your staff has the power to make your enrollment job easier or to send prospects to the waiting arms of the competition.
10. **Track the “big three” conversions.** What are they? #1 - conversions of inquiries to center visits, #2 - conversions of visits to registrations/enrollments, #3 - conversions of inquiries to enrollments. These results help evaluate marketing efforts and assess strengths and needs for training in enrollment conversion skills.

**Bonus Habit: Think in the prospect’s perspective.** Highly effective enrollment builders know that prospect and customer perception does two things critical to enrollment securement and retention. First, it affects their child care program’s reputation and second, it influences parents’ buying decisions.

***Where can you learn more to help you and your team become highly effective enrollment builders?*** See below for which of Julie’s *Enrollment Building Success Library* resources teaches this skill in detail, or contact Julie at [julie@juliewassom.com](mailto:julie@juliewassom.com) about customized training or consulting for your company.

