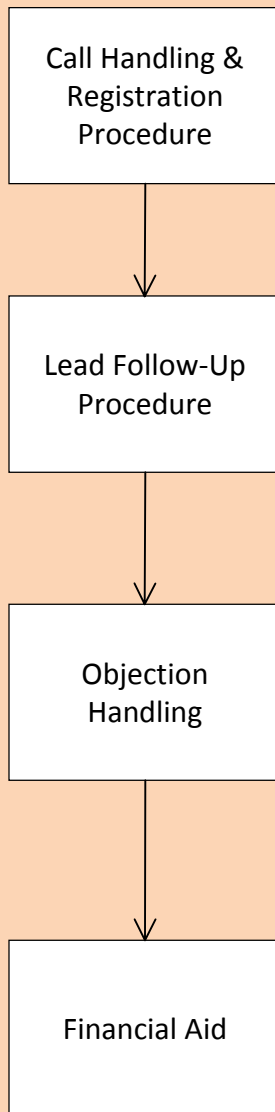


FAMILIES ARE CUSTOMERS – WE NEED TO TREAT THEM THAT WAY

New Family Sales

i.e., Getting new families to enroll



“Will I enroll my child?”

We spend so much energy on marketing; can we really count on making a one-call close?

- Collect prospective family information
- Ensure that we stay on message with value proposition
- Ensure that we have a call to action (e.g., visit)
- Ensure that family has clear and supportive way to progress through registration process

- Families need to hear multiple times that they are wanted – from multiple people – Principal, teacher, other family member, potentially another student
- Follow-up communications need to be purposeful – 1st call says X, 2nd call says Y, etc.
- Ideally, follow up occurs within 1 day
- Every inquiry is a relationship building opportunity, not just a phone call

- What objections do we expect to receive and how should we handle them?
- Ensure that communicators have a good answer that’s consistent with the value proposition
- How do we answer the tuition question in such a way as to get to the next conversation?

- Follows from our tuition strategy
- We need an objective, confidential process
- We need to communicate to families that we will work with them – the alternative is that they assume that we’re unaffordable
- Every family should be treated individually, based on their individual circumstances