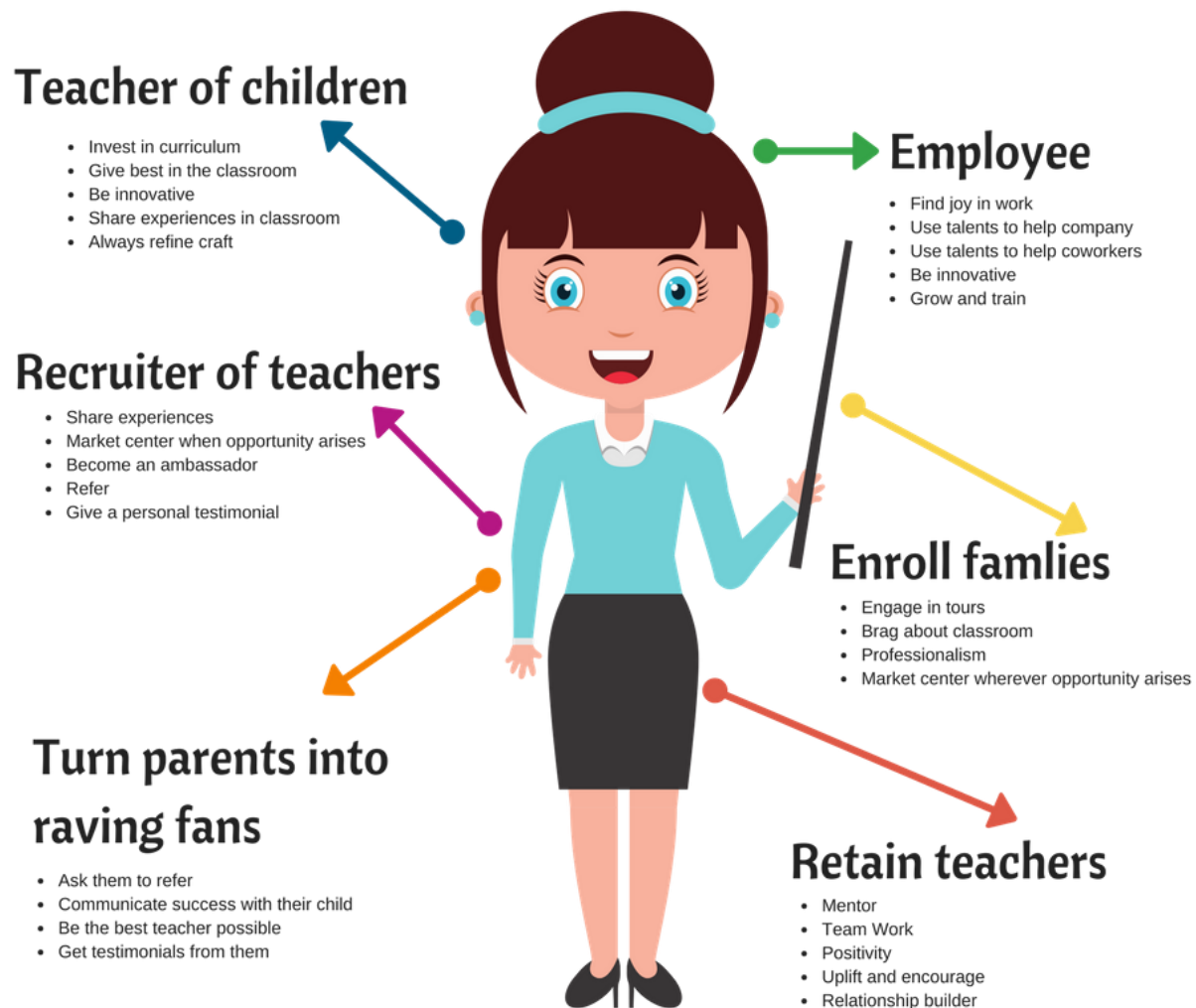


Change the mindset of your employees to empower them to become sales focused advocates for building enrollment and for recruitment.

Simple steps:

1. Transform fixed mindset employees that believe their talents are fixed and cannot be improved (we all have those employees that feel this way). Teach on being growth minded and set the expectation which should be reinforced starting from the job interview and throughout the position.
2. Shift to believing we can always be improving and developing. Discuss career plans, make clear expectations about learning.
3. Teach on how to shift from “my role is a teacher” or “I’m not a sales person” – instead to, “**I am a contributor to the success of this organization.**” I do this by impacting the reputation of the center, sharing how I feel about it, and helping retain and bring in new business and new teachers.

Consider an “I AM” campaign – An avatar



During a training or staff meeting – go through each of these different roles which support sales and marketing. Have a central location staff can upload photo's too which can then be reviewed and posted to social media and center website.

Add the following to your employee's job descriptions:

Sales and Marketing

Position will be responsible at all times for the role of sales and marketing. As a teacher this will be expected in the following ways:

- In teaching role by investing in curriculum to make it the best possible, being the best teacher, being innovative in the classroom, continuously refining craft, and sharing all these aspects.
- As a recruiter of teachers by sharing positive work experiences, marketing the center to potential candidates when the opportunity arises, becoming an ambassador, referring jobs (sharing flyers, links and information about job openings), giving personal testimonies about my experience.
- Turning families into raving fans by asking them to refer our center, communicating the successes of their child, being the best teacher possible, encouraging families to provide testimonials about experience.
- As an employee by finding joy in my work, using my talents to help the company and my coworkers, and always growing and training.
- Enrolling families by being engaging in tours, bragging about my classroom, being professional in my communication, dress, hygiene, marketing the center whenever opportunity arises.
- Retaining teachers by providing mentorship, being open to team work, being positive, uplifting and encouraging, and being a relationship builder.
- Metrics and incentives in this area will include:
 1. Results from secret shopper tours
 2. Blog writing about classroom
 3. eBook writing
 4. FTE goals set by management
 5. Number of family and teacher referrals