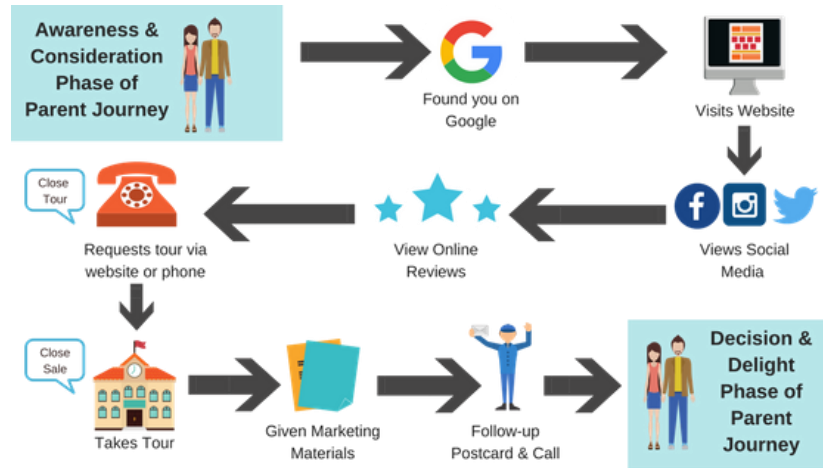


## **SALES & MARKETING PROFIT TOOLS**

These tools are designed to get you working with your team so you can roll play and begin getting a new comfort level selling and closing enrollments. I have also included resources you can review to find further study on this topic since there is a plethora number of useful tools to help you grow your center so you can earn more profits than you have before. Master the "S" in P.R.O.F.I.T.S and you'll never have to worry about being short in your enrollment numbers.

## Journey mapping exercise

In a staff meeting, brainstorm on all the different ways a prospect comes into contact with your child care center. Determine who is responsible at that point of contact (may be more than one position) and what sales and marketing activities you can do to close the enrollment. When the table is complete, ask your team to role play different ways of getting the appointment or closing the enrollment. Determine if additional training is needed and on what areas as you role play.



Identify Area of Contact	Whose Responsible	Sales or marketing activity to close enrollment
Pregnant mom who hasn't decided on whether to go back to work or stay home to watch baby.	<ol style="list-style-type: none"> <li>1. marketing</li> <li>2. teachers</li> <li>3. employees with children</li> </ol>	<ol style="list-style-type: none"> <li>1. write blogs on the benefits of enrolling your child in a daycare center.</li> <li>2. post positive items about what they teach in their classrooms on their social media and on the company social media.</li> <li>3. join mom groups</li> </ol>
Family who just had a baby		
Prospect calls to inquire about center		
Prospect tours center		
Prospect looks at online reviews		
Current family that loves the care their child receives at your center		
Child graduates your 4K program and finishes their last day at your center		
Family who just had a baby		

## Handling objections role play

Spend time roll playing with your team on different types of objections they may receive when they are trying to turn a prospect into an enrollment. Utilize the chart below for some common child care objections.

<b>Handling Objections to Not Enrolling at Your Center After the Tour</b>		
<b>Category</b>	<b>Objection</b>	<b>Handling the objection</b>
<b>Price</b>	Tuition is too high	Justify the cost, break it down so they can see why price is the way it is, and focus on the unique value or what differentiates you that they won't get from the center down the road or even from in home care.
<b>External Input</b>	I need to talk with my spouse, grandparent, or friend.	Can be positive outcome even though it's an objection. Try suggesting another meeting with the other spouse at the same time (schedule a date and time) – or call on the spot. Make sure you have a scheduled time on the books before they leave.
<b>Timing / Stalling</b>	I have time before I have to make a decision (lunch break so they have to get back to work, baby due a few months from now) I need to think about it, tour other centers, can't make a decision right now, I have to come back tomorrow	Benefits of attending your center, outline value of services you offer, explain how easy it is to start with you.
<b>Trust</b>	Bad experience at previous day care and how do I know you'll take care of my child?	Takes time to build trust, be honest and forthcoming, share testimonials and real examples or case studies. If you have webcams that may help, that your teachers have a lot experience that may help – low turnover.
<b>Personal Politics</b>	Friend is a teacher at another daycare down the street	This may be a hard one to overcome but get in line to be the next center if things don't work with the original. Reiterate value of working with you and build trust.



## Trial closes, levels of agreement, and closing lines

*Trial close.* A trial close helps tell you where you are at in the sales process with your prospect. The answer you get educates you on how to ask for the sale. Their answer will tell you where they are at - like a thermometer. How hot or cold are they in regard to how they feel about your business. Then react accordingly and close on the sale.

### Trial close tactics:

- "Whose dropping your child off, you or your husband?"
- "Would you like to schedule a time for your child to come meet their teacher?"
- "Do you have questions?"
- "Should we fill out paperwork now?"

*Levels of agreement.* Often used before you close the sale to get the prospect agreeing with you on why they should choose your center. The more times you get your prospect to say yes, the higher the probability they will say yes to enroll.

### Levels of agreement tactics:

- "Safety is important to you, correct?" Get them to say yes and explain what you do in this area
- "Cleanliness is an expectation you have, right?" Get them to say yes and explain what you do in this area

*Closing lines.* Lines to use when wrapping up a tour to ask for the sale.

### Closing line tactics:

- "It sounds like we'd be a great fit, are you ready to move forward?"
- "Your child would be a great addition to our center, when would you like him/her to start?"
- "Let's get you enrolled. Will you be paying by check or credit card?"

## **Sales/marketing tactics to target the different stages of parent journey**

### **Awareness stage**

- Blog on topics like the benefits of a daycare versus staying at home with your child- encourage your teaching staff to help write blogs
- Post FAQ sheets with commonly asked questions for new parents
- Design infographics outlining the advantages of early child development from a daycare
- Repost trend reports and statistics on the value of child care development through areas of education, socialization, stimulation, and general child development
- Join mom's groups (online & in-person), encourage staff with children to join mom's groups

### **Consideration stage**

- Blog on topics that discuss the advantages of a daycare versus a nanny and the educational component received in a daycare - have teachers help with these
- Create e-Books to email or have available on your website (requiring email and phone number to download) - topics could include, reasons to enroll in daycare, how to find the right fit, or even a free checklist to use when touring a center
- Survey your parents and ask them to select the most important criteria for their family such as: location, hours of operations, price, curriculum, activities - this will help identify motivational drivers that can be important for qualifying the prospecting parent

### **Decision stage**

- Schedule a tour is the ultimate action a prospecting parent can take with your daycare - provide clear call-to-action which leads to a conversion form for scheduling a tour.
- Write and post e-Books to continue to help provide resources for these parents on key decision factors when selecting a daycare
- Consider Facebook live to offer a virtual tour of your center while interviewing teachers during it
- Utilize Google 360 to provide a virtual tour of your center that is posted to Google account but can also be added to your website, Facebook advertising
- Video Testimonials to showcase the values that are important to your daycare and community - these videos can be of other parents providing real-world testimonies of their experience with your daycare
- Social Media is a great to showcase what goes on in the classroom, images that support your core values, & other messages that influence your brand
- Train on how to build brand loyalty and how each position helps do this

### **Gets found on search engines**

- Blog writing by all your team and content to keep website current
- Have staff write reviews on your center & encourage your parents to give the center a review
- Hire a company to help with your online SEO
- List your center in online directories

### **Visits website**

- Maintain blogs

# Child Care Biz Help

- Rotate calls to actions to funnel leads to contact center for tour
- Have teachers share center website on their social media

## **Checks Facebook page and other social media**

- Post pictures of positive things occurring at your center
- Have contests to encourage parent engagement

## **Read and watches testimonials and reviews**

- All employees should be encouraged to give reviews
- All employees should ask parents to review the center

## **Phone or website appointment for a tour**

- Train office staff on how to close the appointment (date and time of the tour isn't an option)
- Close the date and time by giving them two options to choose from

## **The tour**

- Train office staff on how to convert the tour to enrollment, the office should be "tour ready" always which will require a clean facility, teachers looking professional, clean grounds, up-to-date materials, testimonials in the restroom, teachers welcoming and invite tour into classroom to witness their teaching techniques

## **Marketing materials**

- Ensure all marketing materials are kept up-to-date
- Utilize reviews in materials
- Have all staff help in getting good pictures to use in materials

## **Delight stage:**

- Actively utilize social media to provide pertinent and enjoyable news about your facility, community, events, and programs
- Deliver a high-quality parent newsletter to keep the parents in the loop on what's new
- Have teachers assist with pictures and content for parent newsletter, social media
- Directors proactively survey families and teachers to ensure they are happy, look for ways to better the center - use those results to improve brand, quality of care, and retention
- Capture referrals from loyal parents and teachers to help grow your center
- Promote your 5-star reputation by requesting testimonials (written) and online reviews (video) from families and teachers - feature on your website, newsletters, presentations (on walls, in restroom, vestibule), flyers, and other marketing materials.
  - Not a single marketing piece should leave your center without directing them to read your reviews
  - Email parents or text them asking for the review with a link to write/record the review
  - Setup a page on your website to make it easy for parents to give a review (get links from yelp, google, YouTube, and your SoTellUs account)
  - Create a reviews page on the website (different than a testimonial page)
  - Share on social media sites and even boost reviews on Facebook
  - Tag the parent that gives the review
  - Add a link in your email signature to review you now
  - Run contests for 30-day timeframes to give reviews and give a prize

## Marketing plan:

The main purpose to develop a marketing plan is to set the company on a specific course in marketing. The goals of plan should align with broader company goals. When creating your centers marketing plan, consider what your top goals are for the upcoming year or two. Develop your strategies and initiatives from those goals. To ensure effectiveness in your plan, measure and hold team accountable with goals.

## Marketing Plan

- Mission
- Situation analysis
- Marketing channels and initiatives
- Goals
- Action items with budget
- Measurement

## Sample Sales plan:

The sales plan will help you identify a sales process, metrics, and goals.

- **The sales process**

- **The prospect and parent journey**

- Roles at each touch point

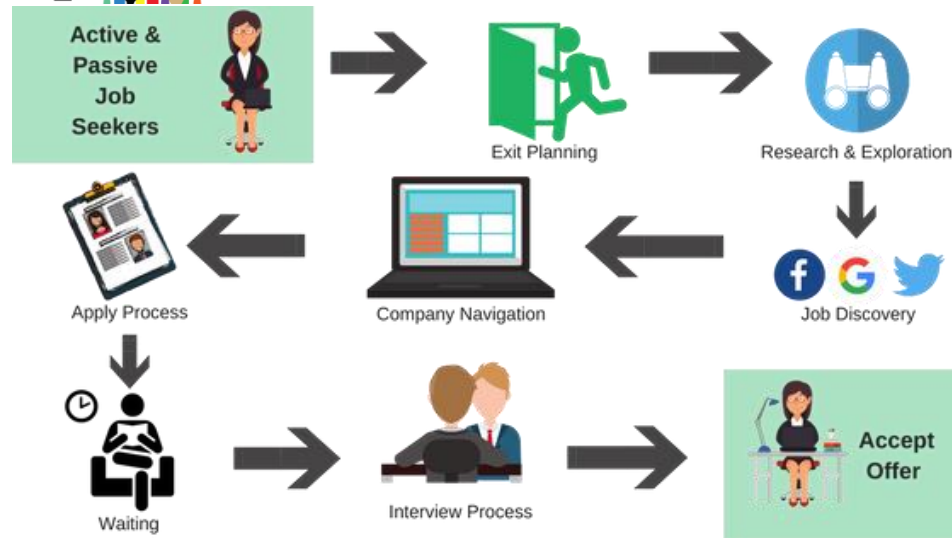


- **The candidate and employee journey**

- Roles at each touch point



# Child Care Biz Help



- Sales presentation/pitch
  - What separates you from competition
  - Features and benefits of your service
  - How my role affects the prospect and parent journey
- Handling objections
- Asking for the sale – closing

- **Identify Metrics**

- Conversion ratios
- Full Time Equivalent (FTE)

- **SMART goals**

- Specific (simple, sensible, significant)
- Measurable (meaningful, motivating)
- Achievable (agreed, attainable)
- Relevant (reasonable, realistic and resourced, results-based)
- Time bound (time-based, time limited, time/cost limited, timely, time-sensitive)