

Tour Readiness and Steps

1. **Schedule Management:** Be aware of upcoming tours and add them to your Outlook calendar.
2. **Time Allocation:** Ensure sufficient time between tours for discussions on enrollment.
3. **Ask Probing Questions:** [See the Probing Questions document for more details.](#)
4. **Tour Conclusion:** Arrange a quiet, comfortable space to wrap up the tour with the family.
5. **Technology Accessibility:** Have a tablet or Chromebook available for families to enroll on-site.
6. **Ask For The Enrollment:** Ask the family about their enrollment intentions during or after the tour.
7. **Documentation:** Immediately record the tour's outcome in the portal after each tour.
8. **Follow-Up Communication:** Reach out to the family via a phone call within 24-48 hours following the tour to address any additional questions or concerns.

Tour Components – Training support is available on Go1

Programming and Quality

- ☐ BeeCurious Curriculum Framework
 - ☐ STEM Discovery
 - ☐ Global Citizenship
 - ☐ Math Discovery
 - ☐ Building Connections
 - ☐ Language and Literacy
 - ☐ Creative Discovery
 - ☐ Intentional Teaching
- ☐ Daily and Weekly Schedules
- ☐ Physical Literacy - WeeMove
- ☐ Yoga (if applicable)
- ☐ Music and Movement
- ☐ Inspiring Learning Environments - Classrooms and Outdoor Playgrounds
- ☐ Nutrition and Menu
- ☐ Safety



Our Teachers and Staff

- ☐ First-aid and safety certification
- ☐ Background check and vulnerable sector screening
- ☐ Level of qualifications
- ☐ Continuing education and developmental support

Communication

- ☐ Connect App - Have an example profile ready
- ☐ Monthly newsletters (if applicable)
- ☐ Social Media - Parents can follow and a part of our social media family
- ☐ Curriculum and Parent Boards showcasing curriculum

Policies

- ☐ Sick/Illness Policy, Closure/Holidays, Open Door Policy, Behaviour/Guidance Policy etc.

Tour Experience

To ensure a positive and memorable tour experience, here are some important steps to follow:

1. Create a Warm, Welcoming Atmosphere

Greet families warmly, introduce yourself, and take a moment to make them feel comfortable.

Offer a tour agenda so they know what to expect during the visit.

2. Personalize the Tour

Use the probing questions to tailor the experience to the family's specific needs. Refer back to their responses as you move through the tour to show that you are considering their child's needs and interests.

Walk the family through the different learning areas, highlighting how each component of the environment aligns with their child's potential needs.

3. Highlight Key Program Features

When showing classrooms and outdoor spaces, emphasize the areas that resonate most with the family. For example, if they expressed concern about socialization, spend more time in the areas that promote peer interaction and communication.

Share examples of how the curriculum supports the development of social, emotional, cognitive, and physical skills.

4. Demonstrate Thoughtful Engagement with Children

During the tour, show examples of how educators engage with children. Explain how teachers model social, emotional, and cognitive skills, and give real-time examples of how children interact with educators and peers.

Highlight activities like storytelling, problem-solving, cooperative games, and hands-on exploration.

5. Showcase Learning Environments

Point out features in the classroom and playground that promote independent exploration, group play, and teacher-guided activities. Discuss how the environment is intentionally designed to support a child's learning and growth.

If applicable, share stories of how the spaces have been adapted to meet children's developmental needs.

6. Address Concerns as They Arise

Encourage questions throughout the tour. Address any concerns immediately and show how the center is prepared to meet their needs.

Reinforce the center's policies and approaches to any concerns, such as nutrition, safety, discipline, or allergies.

7. Be Transparent about Your Program

Share the philosophy of your program, how it aligns with their values, and how it provides a safe, enriching environment for their child.

If relevant, explain how the program adapts to different family needs and the ongoing support parents can expect.

Asking for the Enrollment Steps

Additional training and materials are available through the Client Services Team and on Go1.

1. **Address Questions:** Take the time to answer any outstanding questions or concerns that arise during or after the tour.
2. **Center Overview and Tuition:** Provide a thorough overview of your center, including the curriculum, services offered, and tuition information. Be sure to highlight any current promotions or campaigns, such as referral programs.
3. **Scheduling Preferences:** Identify the family's desired start date and discuss available start dates and schedules.
4. **Enrollment Assistance:** Record the tour's outcome in the portal immediately after the visit. If the family is ready to proceed, use the provided DCW link to facilitate on-site enrollment.

Types of Closing

1. The Assumptive Close

This approach presumes the family's intention to enroll, allowing the conversation to move forward naturally. For example:

- *"Have you had a chance to discuss this with your partner/spouse? Is there a particular start date that works best for your family?"*

2. The Option Close

This approach gives the family choices, allowing them to feel in control of their decision-making. For example:

- *"Would you prefer to begin immediately, or would you like a bit of transition time to ease your child into the program?"*

3. The Suggestive Close

Used when you've built a strong rapport and are confident that the program fits the family's needs. For example:

- *"Based on what you've shared about your family's needs, I believe our program would be a perfect fit for [child's name]."*

4. The Urgency Close

Instilling a sense of urgency can encourage families to act quickly. Use this tactic carefully, ensuring it aligns with the situation. For example:

- *"There are only two spots left in our infant program for the next month. Would you like to secure one of those spots today?"*
- *"We're offering a limited-time enrollment credit if you decide to enroll before [date]."*