


Tour Readiness and Steps

1. **Schedule Management:** Be aware of upcoming tours and add to your Outlook calendar.
2. **Time Allocation:** Ensure sufficient time between tours for discussions on enrollment.
3. **Tour Conclusion:** Arrange a quiet, comfortable space to wrap up the tour with the family.
4. **Technology Accessibility:** Have a tablet or Chromebook available for families to enroll on-site.
5. **Prompt Enrollment:** Ask the family about their enrollment intentions during or after the tour.
6. **Documentation:** Immediately record the tour's outcome in the portal after each tour.
7. **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.

Asking for the Enrollment Steps

Training and materials available through Client Services Team

1. **Address Questions:** Respond to any questions or concerns.
2. **Center Overview and Tuition:** Provide a comprehensive overview of your center's details, including tuition information. Review any promotions/campaigns available including the referral program.
3. **Scheduling Preferences:** Identify family's desired start date and discuss available start dates and schedules.
4. **Enrollment Assistance:** After **EVERY** tour, record the outcome in the Portal, and if the family is ready to enroll, utilize the provided DCW link to facilitate on-site enrollment.

Type of Closing

1. **The assumptive close.** This approach employs language that assumes the family's intention to enroll. For instance, you might say, "Have you already had the opportunity to discuss this with your partner/spouse? Do you have a specific start date in mind for your family?"
2. **The option close.** Much like the assumptive close, the option close refrains from directly requesting enrollment. Instead, it presents choices to the family. For instance, you might say, "Would you prefer to commence right away, or would you like some transition time for a smoother settling-in period?"
3. **The suggestive close.** When you've established a strong rapport with the family, and they regard you as a trusted expert, employing a suggestive close can be highly effective. You might conclude by saying, "Considering the information you've shared about your family's needs, it appears that our program would be an ideal match for (child's name)."
4. **The urgency close.** Instilling a sense of urgency can effectively prompt families to make timely decisions, particularly when you've determined that they need to act swiftly or are operating on a tight schedule. Consider employing tactics such as offering a "limited-time enrollment credit" or highlighting that there are "only two available slots left in our infant program." However, it's essential to exercise this approach thoughtfully and only when it aligns with the situation at hand.