
Meeting Potential New Parents

As the phone is often the first point of contact, ensure that you answer your phone in a professional manner. If you have a voicemail message you change daily it leaves the client with an impression of your professionalism. It is also important that you respond to voicemail messages within a timely fashion (at least a half day). If the client contacts you via e-mail, you should try to respond within the same day.

When a client calls or walks in, begin by letting them know that you are glad they called, and ask them how they heard about you. That information may give you an opportunity to connect with them, particularly if they have been referred by another parent.

Invite them to talk about their family. Ask the ages of their children, their special needs, their schools (if they attend) and their previous caregivers.

If the children have been in childcare, ask why they are looking for a new childcare provider. This could provide some insight into whether you wish to have this family as a client.

Share the highlights of your service with them and suggest that you make an appointment so you can meet one another (if they are on the phone), show them the facility, and answer any questions they may have. If they agree, get their name and phone number so you can call them to confirm the appointment.

If all they want is your pricing, you can choose to give that to them, but you can also suggest you will share the fee schedule when you meet with them.

Remember, you want children and families that are going to work with you, not those that are going to create subsidy, payment or behavioural problems. You are entering into a contract with these parents and it should be a win/win.

New Family Information Sheet

Date: _____

Caller Name _____

Phone Number _____

Other Info (employer, address, new mom) _____

How did you hear about our centre? _____

Are your children currently receiving care? Yes No If yes, where _____

What is the reason you are looking for a new childcare provider? _____

What are the ages of your children? _____

Do they have any special needs? _____

OOS – What school do they attend? _____

Highlight your services to them. What makes you special?

(It is worthwhile to write a script or list ahead of time so you create a flow in the conversation.)

Suggest that they make an appointment to come in and see the centre, etc.

Date of appointment _____

Record the appointment and file this form into a file labelled "Potential Parents".

If you have a waiting list add these forms to your "Waiting List" file.