

From first phone call (or email) to enrollment

An overview of the “Handling leads” series

The goal is to connect

Move all inquiries through the steps on the bottom half of the inquiry checklist, including the following activities:

1.

Inquiry checklist

We're so pleased you are interested in our school. Do you have any questions I can answer?

As soon as there is a question you can't answer (and this includes all tuition questions), move to setting up the meeting with your principal.

If the caller asks about tuition: