

Phone / Walk-in Inquiry Information (Lead)

1. **Make sure to smile when you answer the phone, it makes an immediate difference!**
2. **Start with, How did you hear about us:** _____
3. **Second statement should be: I'd like to get some information from you in case we get cut off and so I can follow-up with you:**

Name of Caller: _____ Today's Date: _____

Phone Number: _____ Email: _____

How many children: _____ Age of Child(ren): _____

Expected Start Date: _____

4. **What is most important to their family when it comes to child care needs?** This gives you a chance to discuss what you offer!
5. **Before hanging up with caller.....ask if you can schedule a tour with them that week or next?** Give them two options to choose from.
6. **If they ask for tuition information: Say:** We generally prefer you come in for a tour first - are you able to come in for a tour? If they just want rates, get their email at a minimum if you didn't collect the information above so you can mail them the rate sheet.

Enter the info in your CRM / LEAD SHEET!!!!