

Tour Questionnaire Checklist

WELCOME

Prep to make the family feel welcome. Consider a welcome sign and email a tour checklist ahead of time.



Highlight the outdoor area and talk about how often children are outside and what activities they might do.

Say good-bye and thank them for coming to see your center (including the child). Set a time to follow up with them within a few days.



Give them additional info. For example, types of enrichment programs or potential field trips.

Close the deal. **Don't be afraid to ask them for the enrollment.** Offer a deal if you think they are on the fence.



Begin to end the tour. Be sure to ask them if they have any questions or need any more information about your center.

Get to know the family. Listen more, talk less. Ask them "What is the most important thing you want from your child care center?"



Introduce the teachers in the classroom and show them around. Let staff explain their room if they are able.



Meet the family with a warm welcome by using their name. Introduce yourself. If the child is with, make sure to get their name as well.