

# Build Waiting Lists for Your Early Childhood Center Ideas from the Fortune 500



Secrets of the Fortune 500 applied to Early Childhood Education

July 11, 2012

Presented By:

Jeff Holden

Ben Morris



Don't be overwhelmed by big-company-speak, these are simple concepts that Early Childhood Professionals already know and can implement

CUSTOMER DEMAND  
GENERATION



PRICE  
ELASTICITY OF  
DEMAND

NETFLIX

THE SALES  
PIPELINE

Zappos  
com

ACQUISITION COST



CUSTOMER LIFETIME VALUE

INSIDE SALES



TARGET

Don't be overwhelmed by big-company-speak, these are simple concepts that Early Childhood Professionals already know and can implement

EMAILING YOUR CUSTOMERS



PRICING

NETFLIX

ENROLLMENT STAGES



ACQUISITION COST



CUSTOMER LIFETIME VALUE



PHONE SALES

TARGET

**Job #1:** Provide great child development and make parents thrilled!

**Job #2:**



## Here's what you will take with you when we finish today

- ❑ Marketing to the stages of a family **"THE SALES FUNNEL"**
- ❑ Know your families **"SEGMENTATION"**
- ❑ The telephone is critical **"INSIDE SALES"**
- ❑ Email and newsletters are not dead **"DEMAND GENERATION"**
- ❑ Pricing is hard, but there's help **"PRICE ELASTICITY"**



THE SALES PIPELINE

# STAGES OF PRESCHOOL ENROLLMENT

Image: ECO-PUP via Flickr, 10-1-2010, downloaded 6-22-2012

Large companies like Dell Computer have long used a funnel analogy to manage their customer's position in the purchase process



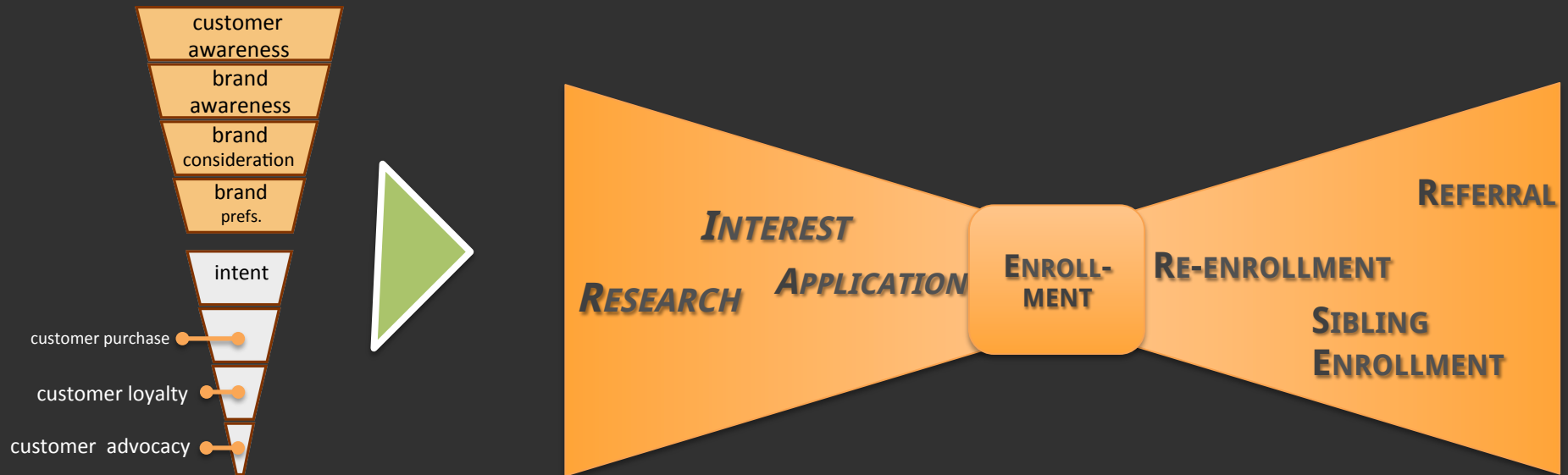
*"SCHOOLS AND HOSPITALS IN  
PATH OF DELL'S 'FUNNEL'!"*



Source: Krol C. SCHOOLS AND HOSPITALS IN PATH OF DELL'S 'FUNNEL'!, B to B, 87 (6), 25



A funnel sounds like a menacing tornado, pipelines are for oil. It's helpful analogy to think of it as a bowtie.



***Each stage of the process needs a different approach and should be roughly measured to get a feel for where to make improvements***



**A simple process consisting of a pen and paper and a spreadsheet will put you in the top 20% of centers**

**“We have a shared spreadsheet where anyone on staff who answers the phone can log interest calls”**

*-Admissions Director  
Lake Oswego, OR*

## Tactical things to get going (Beginner):

1

Pen & paper at  
every phone

2

Sign in sheet for  
visitors (for logging  
tours or drop-ins)

# Refining your bowtie (Intermediate):

3

Bowtie logging spreadsheet

Childcare Enrollment Process Log ☆ jemgoumoeenq.com Share

File Edit View Insert Format Data Tools Help Last edit was made 11 days ago by jeff

fx Show all formulas

	A	B	C	D	E	F	G	H
3	Today's date	7/3/2012				Inquiry	Tour	Application
4	Use "copy" then "paste value"				Count	42	30	22
5					Number needed for one student to enroll	4.7	3.3	2.4

	Date	Name of Parent	Name of Child	Contact Info	Age of Child	Inquiry (Phone call or Email)	Tour	Application
7	6/21/2013	Diane Merchant	Braden Merchant	710-278-9712	2.5	1/26/2013	1/26/2013	1/28/2013
8	2/15/2013	Filomena Frizzell	Leesa Luiz	480-765-6206	8	1/19/2013		
9	2/26/2013	Rochel Rodney	Carisa Curto	851-492-6752	6	3/8/2013	3/15/2013	
10	1/11/2013	Shelba Steffey	Heidy Haviland	268-306-8184	34	2/4/2013		
11	1/15/2013	Delpha Dasilva	Cristin Callanan	819-993-8214	21	1/24/2013	1/2/2013	
12	1/20/2013	Shaunda Schulz	Tonita Tao	717-190-9358	6	3/10/2013	3/22/2013	1/23/2013
13	2/17/2013	Adriene Alberto	Lyda Lybarger	993-682-3486	25	3/8/2013	1/7/2013	3/11/2013
14	2/22/2013	Janeen Jiles	Francina Fannon	670-497-5283	24	1/28/2013		
15	1/14/2013	Kortney Kolstad	Felisha Fluharty	224-213-2396	4	2/28/2013		3/28/2013
16	1/30/2013	Katheryn Kwong	Lin Lindholm	198-439-3513	3	3/6/2013	2/12/2013	3/1/2013
17	1/28/2013	Alene Aron	Albertha Adelson	489-526-7102	33	3/13/2013	2/20/2013	
18	3/20/2013	Ladawn Loranger	Jeannine Jezierski	531-676-5800	20	1/28/2013	2/16/2013	3/12/2013
19	1/11/2013	Torrie Thomas	Bianca Batiste	431-196-1572	10	1/3/2013		
20	1/4/2013	Celinda Chacon	Essie Ellerbe	367-855-6073	19	2/27/2013	3/10/2013	1/18/2013
21	1/10/2013	Lourie Lunday	Carylon Caulfield	304-459-5847	4			
22	3/23/2013	Odilia Oster	Hanna Hasty	463-355-9629	29	2/6/2013	2/3/2013	3/14/2013
23	1/30/2013	Elwanda Eggleston	Sherell Sperry	489-783-3420	22	3/11/2013	1/2/2013	
24	2/8/2013	Juliette Jines	Shellie Sircy	843-486-6827	8	2/22/2013	1/17/2013	3/15/2013
25	3/17/2013	Marla Mourer	Cassidy Cangelosi	384-101-4793	29			
26	1/6/2013	Leesa Luiz	Kiana Kirkley	957-268-9492	6	3/23/2013		
27	3/30/2013	Carisa Curto	Mellie Mantle	362-839-8300	36	3/14/2013	3/22/2013	
28	1/4/2013	Heidy Haviland	Hortense Hilaire	771-472-9880	16	3/6/2013	1/2/2013	3/14/2013
29	1/11/2013	Cristin Callanan	Juliana Jutras	878-701-9558	19	1/20/2013	3/9/2013	1/31/2013
30	2/22/2013	Tonita Tao	Janetta Jarret	145-840-3624	3	3/8/2013		
31	1/22/2013	Lyda Lybarger	Margot Milum	556-166-3854	8	2/1/2013	2/1/2013	2/19/2013
32	1/13/2013	Francina Fannon	Rosie Rine	703-561-9240	16	2/8/2013	3/8/2013	

Enrollment Process Log

Available for free download on <http://bumblebeehq.com/blog>

## Getting into the top 10% (Advanced):

4

**Specialized  
Software**

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4

**Specialized  
Software**



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you by the  
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*Now let's discuss how you move people along the "bowtie"*

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Segmentation Targeting

# WHO ARE YOUR CUSTOMERS?

