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

Secrets of the Fortune 500 applied to Early Childhood Education
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Don’t be overwhelmed by big-company-speak, these are simple concepts that Early Childhood Professionals already know and can implement
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Job #1: Provide great child development and make parents thrilled!

Job #2: GET THE WORD OUT
Here’s what you will take with you when we finish today

- Marketing to the stages of a family
- Know your families
- The telephone is critical
- Email and newsletters are not dead
- Pricing is hard, but there’s help

“THE SALES FUNNEL”
“SEGMENTATION”
“INSIDE SALES”
“DEMAND GENERATION”
“PRICE ELASTICITY”
THE SALES PIPELINE

STAGES OF PRESCHOOL ENROLLMENT

Image: ECO-PUP via Flikr, 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):

Bowtie logging spreadsheet

Available for free download on http://bumblebeehq.com/blog
Getting into the top 10% (Advanced):

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Specialized Software
Getting into the top 10% (Advanced):

Now let’s discuss how you move people along the “bowtie”
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“THE SALES FUNNEL”

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“INSIDE SALES”

“DEMAND GENERATION”

“PRICE ELASTICITY”
Segmentation Targeting

WHO ARE YOUR CUSTOMERS?