**Reference notes when engaging potential parents**

Use the pointers below to prepare your reference notes that will guide your engagement with potential parents inquiring about your services. This will ensure comprehensive, standardized, and consistent dissemination of information by your representatives.

|  |  |  |
| --- | --- | --- |
| **Actions** | **√Done / xNot done** | **Remarks** |
| Welcome message |   |   |
| Collect basic information on the client |  |  |
| * Date of visit
 |  |  |
| * Name of parent/guardian
 |   |   |
| * Telephone number
 |   |   |
| * Email
 |   |   |
| * Home location
 |   |   |
| * Name of child
 |   |   |
| * Age
 |   |   |
| * Class of interest
 |   |   |
| * Schooling background of the child
 |   |   |
| * Preferred start date/time
 |   |   |
| Tell the customer about the school |  |  |
| * Special needs of the child (if any)
 |   |   |
| * Registered status of your School
 |   |   |
| * Memberships (e.g. KPSA)
 |   |   |
| * Curriculum and any special approaches to learning
 |   |   |
| * Serviced units (e.g EYE, Middle, Junior Secondary)
 |   |   |
| * Number of classes
 |   |   |
| * Student-teacher ratio
 |   |   |
| * School hours
 |   |   |
| * Overview of a typical day at school
 |   |   |
| * Co-curricular activities
 |   |   |
| * School achievements and motivational programs
 |   |   |
| * Meals
 |   |   |
| * Nap time (if any)
 |   |   |
| * Health and safety
 |   |   |
| * Student Governing Council
 |   |   |
| * School Policies and processes
 |   |   |
| * Specific classroom guidelines
 |   |   |
| * Stationery/Textbook policy
 |   |   |
| * School uniform
 |   |   |
| * School transport
 |   |   |
| * School fees
 |   |   |
| * Other paying/optional programs
 |   |   |
| * Field trips
 |   |   |
| A brief tour of the facility (over break time) |   |   |
| Complete the application form / Follow up call time |   |   |