

How to Turn 1 Enrollment into 3 Enrollments...Ethically and Easily:

After you have successfully enrolled a child (this means that you have taken \$\$ from them and have a signed agreement and waiver in their file), please execute the following script. It should be done in a very matter of fact manner - make sure your rate of speech doesn't increase and keep smiling :-)

“Wow Sammy - we are SO EXCITED to have you as our newest member! Are you excited? How much this much (use your hands close together to indicate just a little) **or this much”** (arms out wide to indicate a ton) - (they will almost always spread their arms out wide...if they don't it's a potential problem!

“Let me ask you a quick question, aside from your family, who are the first 3 of your best friends that you're going to tell that you're now a student here?” (they will generally list their best friends)

“Mom or Dad - would you happen to know their parents' contact information? What I'd like to do is call them personally and let them know that Sammy has sponsored them for a free month of classes here. How does that sound? (at this point, be quiet and let them go through their blackberry, droid or iPhone to get you the contact info)

*** The key is to follow up with them immediately.

For Extra Credit:

Ask mom or dad to give them a quick call and let them know that you'll be calling them with a special goodie for them...this will make your initial call significantly more productive!