

THE CHILD CARE TOUR CONVERSION CHECKLIST

A simple system for turning more tours into enrollments

■ BEFORE • DURING • AFTER ■

Great tours don't happen by accident.

Use this checklist to create a consistent, welcoming tour experience from the first inquiry through the final enrollment follow-up.

■ BEFORE THE TOUR

Set Your Team & Environment Up for Success

- Respond to inquiries within one business day.
- Schedule the tour with clear confirmation details.
- Review the family's information before they arrive.
- Notify teachers that a tour is coming through.
- Ensure classrooms are clean, welcoming, and running normally.
- Prepare enrollment packets and registration information.

■ DURING THE TOUR

Create an Experience Families Remember

- Welcome the family warmly by name.
- Ask about their child and what they're looking for.
- Personalize the conversation using information they've already shared.
- Focus on child outcomes instead of just classroom features.
- Introduce teachers whenever possible.
- Encourage questions throughout the visit.
- Help parents visualize their child's daily experience.
- Clearly explain the enrollment process and next steps.

■ AFTER THE TOUR

Turn a Great Tour Into the Next Step

- Send a personalized follow-up within 24 hours.
- Answer any remaining questions.
- Include enrollment forms or registration links.
- Schedule a follow-up call if needed.
- Continue following up until the family has made a decision.

■ QUICK TOUR CHECK-IN

TODAY'S TOUR	YES	NOT YET
Did we personalize the experience?	■	■
Did we explain the next step clearly?	■	■
Did the family leave knowing how to enroll?	■	■
Do we have a follow-up scheduled?	■	■

■ PRO TIP

The highest-converting child care centers don't leave tours to chance. They follow the same proven enrollment process with every family to create a consistent, trustworthy experience that turns more visits into enrollments.

ONE THING WE'LL IMPROVE:

Family Name: _____ Tour Date: _____