

Childcare Business Phone Script

1. Answer Quickly (by 3 rings) & Warmly

Before answering the phone, smile and take a deep breath.

"Thank you for calling Little Explorers Childcare. This is Sarah speaking. How may I help you today?"

2. Listen and Make Connections

Try to mirror their words or express understanding of their situation. Don't forget to ask for their name and their child's name and age.

Example Script # 1:

You: "Thank you for calling Little Explorers Childcare. This is Sarah speaking. How may I help you today?"

Parent: "Do you have a toddler program available?"

You: "Absolutely! I'd love to give you some info. Can I have your name, please?"

Parent: "Sure, it's Sarah."

You: "Thanks, Sarah! And what's your child's name and age?"

Parent: "My son is James. He's 18 months."

You: "Lovely! James is at such a precious age. Let me tell you about our toddler program."

Example Script #2:

You: "Thank you for calling Little Explorers Childcare. This is Sarah speaking. How may I help you today?"

Parent: "I currently have my child at another center, and I'm considering moving him to a different daycare. I don't like the way they..."

You: "I can see how (briefly repeat what the parent said but in different words) would make you feel uncomfortable (or unhappy, concerned). It's so important that you know your child is being well cared for and that you trust that your child is in good hands. I would love to give you information about our program and tell you how our program is different, but first, can I get your name?"

Parent: "Yes, it's Cindy."

You: "Thanks, Cindy! And what is your child's name?"

Parent: "Parker"

You: "What a cute name! And how old is Parker?"

Parent: "He's 3 years old."

You: "Ok great! We have a wonderful 3 year old program (or pre k program). Let me tell you more about it."

Example Script #3:

You: "Thank you for calling Little Explorers Childcare. This is Sarah speaking. How may I help you today?"

Parent: "I'm expecting and I'm looking for a daycare for my baby."

You: "Oh, that's wonderful. Congratulations! When are you due and when are you going to need care?"

Parent: "I'm 5 months pregnant. I'm due in January and I'll need care the first of March."

You: "I would love to tell you about our infant program, but first, can I get your name?"

Parent: "Susie"

You: "Thanks Susie. Is this your first child?"

Parent: "Yes, it is"

You: "How exciting! I know how important it is to choose the right place for your little one, so let me tell you about our infant program."

3. Don't be afraid to "sell" your services!

When talking about your programs, mention the room size, child to teacher ratio, any curriculum you offer, and what sets you apart from other centers or daycares. If you have great teachers, talk about them too! If you give amazing care, tell them that!

4. Book a Tour

After providing parents with information about your programs, extend a warm invitation for them to visit your childcare center, preschool, or daycare for a personalized tour.

Example Script:

You: "It's been great chatting with you, Michael! Would you like to schedule a tour to see our facility and meet our team? We give tours on Monday and Wednesday afternoons from 1:00 - 6:00. What day and time works best for you?"

Parent: "Wednesday at 5:00 will work."

You: "Ok great! What's your email address and phone number so I can lock that in?"

Parent: My email is... My number is...

You: "Great! I look forward to seeing you Wednesday at 5:00." (or I'll email over that tour confirmation right away or I'll email you that scheduling link right away)

When Parents Ask for Rates

Try to encourage them to book a tour.

Example Script for When Parent Asks for Rates:

Parent: "What are your rates for infant care?"

You: "I'd be happy to provide that information. Could I get your name first?"

Parent: "Of course, it's Michael."

You: "Great, Michael! And what is your child's name and age?"

Parent: "Her name is Emma, and she is 6 months."

You: "Wonderful! My niece's name is Emma. What a cute name. We typically go over all of the rate information during our tours, which give you a chance to see our facility and meet our team. Would you be interested in scheduling a tour?"

Scenario 1: Parent Books the Tour

Parent: "Yes, that sounds good. Can we come in this Friday at 5:00?"

You: "Absolutely! I'll note that down for you. Can I get your phone and email so that I can lock that in?"

Parent: "Sure it's michael@example.com and 123-444-5555."

You: "Great! Thank you, Michael! We look forward to seeing you and Emma on Friday!"

Scenario 2: Parent Insists on Rates

Parent: "Actually, I'm in a bit of a rush. Can you just give me the rates?"

You: "Of course, Michael. Can I get your email address? I'll send you an e-brochure with all the rate details and additional information about our programs."

Parent: "Sure, it's michael@example.com."

You: "Thank you, Michael! I'll send that over to you shortly. In the meantime, if you have any questions or would like to schedule a tour in the future, feel free to reach out. We're here to help!"

If the parent refuses to give their email address, you can simply give the rates over the phone and politely close out the call.

Example Script #1 for When Parent Will Not Give Email:

Parent: "No, I would rather not give my email."

You: "Ok, no worries. Our registration fee is (give reg fee). Our toddler rate is (give weekly rate). Would you like to schedule a tour?"

Parent: "Not right now. I'll get back with you later."

You: "Ok no problem. If you have any questions or would like to schedule a tour in the future, feel free to reach out. We're here to help!"

Example Script #2 for When Parent Will Not Give Email:

Parent: "No, I would rather not give my email."

You: "ok, no worries. Our registration fee is (give reg fee). Our toddler rate is (give weekly rate). Would you like to schedule a tour?"

Parent: "Yes, that would be great."

You: "Perfect. We give tours on Monday and Wednesday afternoons from 1:00 - 6:00. What day and time works best for you?"

5. Follow-Up

After 2-3 days, email something like this... "Hi Mrs. Smith, It's Sarah from Little Explorers Childcare. It was a pleasure to talk with you the other day. Let me know if you have any

questions or if there is anything else I can do for you or your family. Just in case, here's the link to book a tour. Warm wishes!"

What if you have a waiting list?

You will want to answer the phone with the same warm greeting. After they express interest in your daycare or childcare center, let them know that you do currently have a waiting list but would love to give them information and let them know how to be placed on this waiting list if they are interested. Ask for their email address and offer to either place them on the waiting list or email them an e-brochure.