

## From first phone call (or email) to enrollment

An overview of the “Handling leads” series

The goal is to connect

**Move all inquiries through the steps on the bottom half of the inquiry checklist, including the following activities:**

- 1.



## Inquiry checklist

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***We're so pleased you are interested in our school. Do you have any questions I can answer?***

As soon as there is a question you can't answer (and this includes all tuition questions), move to setting up the meeting with your principal.

If the caller asks about tuition: