

# 2007-08 admissions

Friday, April 23, 2010

When a person opens a car showroom, He can make first 15-20 car sales, by selling to his friends, relatives, uncles, their friends and relatives. Ask them for referrals, these friends and relatives help; again use contacts of these people to get 10 more referrals.

Real sales, comes after making these first 30 sales, when your address book is finished, contacts are over. Now it's the real world, real selling to customers you don't know. These parents will not be obliged to help you in your new business venture. You are no more new school or setting up initiative. You are a running school now.

These will be real parents who would want real deal from a real school, an established organization, which claims to be "Vidya Sanskar – International school for Holistic Learning." Wait and watch is not likely to get school 300 admissions. What to do?

- What is the admission strategy? How systematized is admissions department? What methods, plan, backup plans are in place?
- Preparedness of people handling admissions? Who is in-charge, & who is doing what? What are each person's tasks and responsibilities? Where's the checklist? Reference and governing document?
- How competent, trained are these people on real sales?
- Do they know what parents want? Do they have capacity, capability or training to convert prospects into customers?
- What do parents see when they visit school? How should treat them? What kind of info/things parents seek?
- What do parents really want to see, when they come to school? Just school building is good enough to convince them?
- On what basis/points do parents take decision be it +ve or -ve?
- Admission counselor is the one making promising to parents, should he also become mentor of student?
- Should there be many contact points between parent-school or many? How to make sure all communications are in one tune and all are well informed and connected for each student case?

More later... 😊