

Module 1

SECTION FOUR

OPERATING A STRONG FAMILY CHILD CARE BUSINESS
Business Plan Development
Section 4.3 Marketing



Section 4.3.1 Interviewing Prospective Families

Learning Outcomes

After each activity, participants will be able to:

Activity 1

- Describe the purpose of interviewing prospective families
- Understand and explain strategies for interviewing prospective families

Handouts

44. Interviewing prospective families

Interviewing Prospective Families

Key Points

- Marketing is the process of communicating the value of a product or service to customers.
- Interviewing prospective families allows providers to market their business by promoting the benefits of their program.
- Providers interview families to determine whether they are a good match for the provider's program.
- Interviews are opportunities for prospective clients to determine whether a provider's program is a good match for them.

Activity #1

Learning Outcomes

- Describe the purpose of interviewing prospective families
- Understand and explain strategies for interviewing prospective families

Materials Needed

Handout 44: Interviewing Prospective Families
Index Cards and Pens

Methodology: Lecture, discussion, practice

Activity

Distribute Handout 44 to use as a reference.

Engage participants in a general discussion about interviews. Pose the following questions:

- *Have you ever been interviewed?*
- *Have you ever interviewed anyone?*

Encourage them to share highlights, first impressions, what worked or did not work, and why, etc.

Focus the discussion by asking questions that relate to the key talking points and Handout 44. Incorporate the information if it does not come up in conversation.

- *Interviewing prospective families is a way to market a family child care business. Do you know why?*
- *What is the purpose of interviewing families?*
- *How can interviews help providers market their business and promote the benefits of their program?*
- *What are some strategies that may contribute to the success of a provider/prospective client interview? What needs to happen? (Relate answers to the information on Handout 44)*

Practice

Using the index cards have each participant write a question they believe would be good to ask when interviewing perspective families. Collect all the questions, then randomly select questions to pose to participants. Connect participants answers to ideas in handout 44

Key Points

- Marketing is the process of communicating the value of a product or service to customers.
- Interviewing prospective families allow providers to market their business.
- Providers interview families to determine whether they are a good match for their program
- Interviews are opportunities for prospective clients to determine whether the provider's program is a good match for them.

HANDOUT #44: INTERVIEWING PROSPECTIVE FAMILIES

PREPARE

- Set up the home environment, indoors and outdoors
- Identify the program’s philosophy
- Be clear about program policies and procedures
- Think about ways to promote the benefits of the program (i.e, identify strengths)
- Organize paperwork (e.g., forms, documentation, certificates)
- Set aside enough time for the interview
- Inform the prospective client about the date, time, and approximate length of the interview

SET THE TONE DIALOGUE OBSERVE, LISTEN AND BE PRESENT

- Inform the prospective client about how long the interview can be expected to last
- Review:
 - terms of the contract & policies
- Describe and explain:
 - program routine and activities
 - expectations of parents
 - philosophy and values
- Discuss:
 - provider training, education, and experience
 - client’s expectations and values as a parent
- Allow time for questions and answers (write down prospective client’s answers)
- Offer a tour of the home

REFLECT

- Overall impression of the interview
- Timeliness
- Tone
- Engagement
- Interest
- Level of respect
- Comfort level
- Expectations
- Values
- Goodness of fit

Additional tips about interviewing prospective clients can be found at <http://www.tomcopelandblog.com/parent-interview-tips.html>