Admission Enquiry Call Script

What your front desk says when a parent calls, step by step

Give this to whoever answers admission calls. The goal of the first call is not to explain everything. It is to book a visit.

The call, step by step

Step	What to say	Why it works
1. Greet	"Good morning, thank you for calling [School name]. This is [Name]. How can I help you?"	Warm and calm sets the tone
2. Get the basics	"May I know your name, and your child's name and class?"	Makes it personal, not a fee enquiry
3. Ask what matters	"What is most important to you in a school for [child]?"	Parents tell you what to talk about
4. Link one strength	"That's exactly why many parents choose us. For example…" (one real example)	One story beats a long list
5. Fee (if asked)	"Happy to share. For Class [X], the annual fee is ₹[amount], which includes [items]."	Clear and calm builds trust
6. Invite a visit	"The best way to decide is to see us. Would Saturday at 10 or 11 suit you?"	Two options get a yes
7. Confirm	"I'll send the details on WhatsApp right now. Is this number on WhatsApp?"	Moves the conversation to WhatsApp

WhatsApp message to send right after the call

> Hello [Parent name], thank you for speaking with us today. We look forward to meeting you and [Child name] on [Day] at [Time]. Here is our location: [Google Maps link]. Please message here if you have any questions. – [Name], [School name]

Don'ts

- Don't start with the fee before knowing the child's class and needs.
- Don't say "please check the website".
- Don't end the call without a visit date or a follow-up date.

Simple enquiry sheet

Date	Parent	Child / class	Source	Visit date	Next step	Status

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Want help putting this in place for your school? **DM me AUDIT** on Instagram for a free 15-minute online check of your school.

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