



Child Care Success

Affordable Solutions for Professional Management



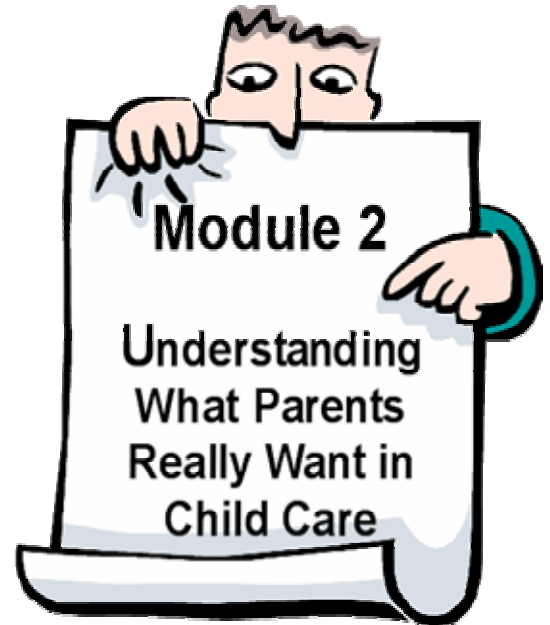
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GOAL:

To understand the real reasons parents select a facility, and use that knowledge to create the most appealing marketing messages.

SECTIONS:

- **READY:** What you should know about what parents really want.
- **SET:** How to Apply these ideas to discover the hidden “hot buttons” that will sell parents.
 - ✍ Self-Test to help you remember.
- **GO:** Action List of things to do: Step-by-Step way to discover YOUR parents’ hidden “hot buttons.”
 - ✂ Other Resources on this topic.
 - 👋 Evaluation and bonus points for free module



<p>Please complete modules in this order:</p> <p>#1: Introduction to child care marketing</p> <p>#2: Understanding What Parents Really Want in Child Care</p> <p>#3: Make Your Center a Marketing Tool</p>	<p>WHAT YOU NEED:</p> <ul style="list-style-type: none"> • Paper and pen, or computer • Your main marketing materials <p>EST. TIME TO COMPLETE: 5 hours</p> <p>CEU Credits: 0.5</p>
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YOUR TRAINING OBJECTIVES:

1. Understand how marketing psychology helps you sell your center
2. Explain the real reasons parents place children in a particular center
3. Apply your new learning to your marketing.
4. Create a list of Actions Points to improve your marketing message.

READY

What You Should Know

The most important marketing task you have to build a successful child care center is understanding what you are selling. Or, another way of putting it is “You must know what parents REALLY want to buy.”

It may surprise you to know that it is NOT child care!

The Most Important Idea

The First Principle of Psychological Marketing is “People do not want what you are selling – and they certainly don’t want to pay you any money for it!” You must understand this idea to be a successful marketer!

You are not really selling child care services. What you are selling is mental **Satisfaction**, with a big capital S. Your Center’s services are merely a means to satisfy a set of buying motivations your targeted parents have. Their motives for buying are related to solving personal problems.

A child care center is just a TOOL parents use to help solve their problems, just like you use a wrench used to tighten a leaking faucet. Their problems are like the leaking faucet, and your center is like the wrench. Do they want to buy a wrench? No. They want to stop the faucet from leaking. The wrench is just a tool they use to achieve their goal of having a satisfactory faucet.

IF YOU COMPLETELY UNDERSTAND THIS POINT, YOU ARE WELL ON YOUR WAY TO BETTER MARKETING!

If you are trying to sell services, and parents are seeking to buy satisfactions, can you see that you are not telling them what they really want to hear? The more closely your marketing message sounds like their desired satisfactions, the more powerful that message will be, and the better its result – more clients for you.

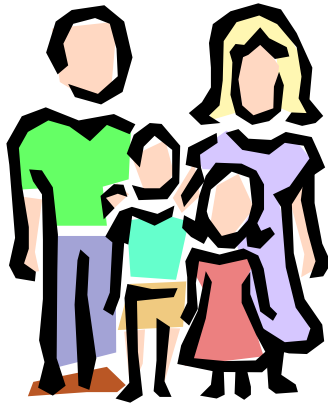


What Are You Really Selling?

Here are some guidelines to help you understand what you are REALLY selling when you offer child care services:

(1) You must focus on their goals, not your features.

Remember when you were a teenager and starting to date? On Saturday night you went to the drive-in, paying good money to see some low budget horror movie. But seeing the movie was not your motive for paying your money. That was just the necessary means to an end. Having a place to be alone with your date in the dark was the true motivation for your buying decision. Focus on the result they want, not the movie you’re showing.



READY

What You Should Know

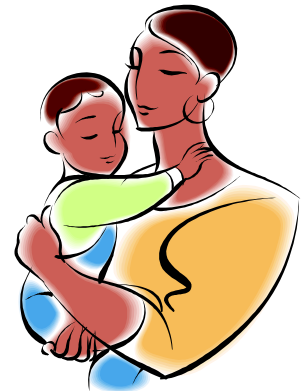
(2) Often the most important “hot button” motives aren’t obvious to you.

Knowing the true, and sometimes hidden, motivations of your buyers is the key to discovering what you are really selling, or, said more properly, what they are really buying. Drive-in owners didn't pay top dollar for films because they knew you weren't buying great entertainment.

Discover your parents' key “buying triggers,” their needs, wants, fears and desires. (We'll discuss these four key motivation

categories in a minute.) The only way to discover these true buying motives is to look at a child care center through THEIR EYES. That will help you decide the features of your center which best satisfies their key motivations. Always look through your buyer's eyes.

(3) Parents make decisions based on emotions and logic, and often emotions are more powerful. Creating child care ads and a Web site that captivates your parents will lead to more children and growth -- all because you are basically making this promise: "We will satisfy what you REALLY want." Perfume ads are a great example. The ads don't talk about the smell, the bottle, or the value. Perfume marketers like Chanel or Calvin Klein know they aren't selling needs, wants or fears -- they're selling desire (emotions!) for romance, for closeness, for love. And that is exactly what the ads promise with their photos of a handsome man, an attractive woman, and a romantic place. You're practically back at the drive-in.



Parents are the same way – they have a number of logical and emotional needs to satisfy. The Center that they believe will give them the greatest satisfaction for the largest number of their motivations will get their business – it is not just a LOGICAL choice! If you rely on their logic by just emphasizing the number of features you offer, you will lose business to other Centers which emphasize their emotional needs, too!

(4) There are many different ways a product or service can provide buyer satisfaction. Performing well is the most obvious. Being a bargain is another. Appearance can also give satisfaction -- one of the joys of owning a Jaguar is looking at it, and watching other people admire it

The first step is to analyze your Center from parents' point of view. Remember, Gillette doesn't sell blades, it sells smooth shaves. 3M doesn't sell tape, it sells convenience and time. Voit doesn't sell exercise equipment, it sells health and appearance. You don't sell child care! What do you sell?

(5) Not all parents are the same. They have different motivations, and put different levels of importance on features of your Center. What is vital to some parents may not be important to others. It is

critical that you identify the specific Target Parent Group you are trying to attract to your center. This is done by identifying some *Demographic* information about them (things like age, income, education, etc.)

It is important to remember that EVERYONE is never your target market. You must specify who is most likely to want what you have to offer, then focus exclusively on their motivations. We'll cover this below under "GO" when you do your own parent analysis.

READY

What You Should Know

Parent Motivation Analysis

What steps can you take to discover the true buying motivations of parents? Marketing Psychology identifies FOUR key types of motivations that govern how parents (or any other buyers) behave. Those four key types of buying motivations are ... [END OF SAMPLE]

LATER IN EVERY LESSON YOU WILL WORK THROUGH THESE SECTIONS:

- **"SET,"** which shows you how to apply the ideas in the "Ready" section to YOUR Center.
- **"Go,"** which gives you step by step directions for creating a Plan especially for your Center related to the Lesson topic, such as Leadership or Parent Relationship Management.
- **"Test,"** where you find out what you learned, and what you need to review.
- **"CEU Credits,"** tells you how to get generous CEU credits for completing each Lesson.
- **Most Lessons are over 20 pages. The entire program is thicker than a ream of paper!**