



In your Business **YOU own** theRelationships (or an otherwise appointed designate does)

Why is this important?

You, the owner, controls the narrative of the School is Easy Brand – essentially, what others are saying about SIE and you, once you have left the room - this affects word of mouth – reenrollments, referrals, recommendations, leads, etc.

Let’s look at a few scenarios to strengthen the point:

Q -As the owner, who should you have relationships with and why? Who are you building relationships with?

Ans: Everyone!

* The Client / Parent; because they pay the bill, they will reenroll, they will recommend you to others, etc.
* The Tutor; because they represent you and the SIE Brand, he/she is delivering the service you promised. You will want to have strong relationships with your tutors.
* The Child; because he/she will often be the decision maker – if the tutor match isn’t right, parent will walk – you’ll want to know and follow up with how much the child is “loving” their tutor.

Q - Why is Relationship important?

Ans - Because, It’s YOUR business!

Q - Who is making the decision and who is executing?

For example, who is revising / modifying the tutoring schedule (time, cancelations, date)? –

Ans: You!

Why? Because delegating that responsibility to a tutor is essentially handing your business over to the tutor to manage. Think about it, do you want your tutor negotiating dates and times with your clients!?

Any requests from either party must come through you/your office and handled – you / your office, then reaches out to client and or tutor to make the arrangements.

Q – Who is the one responsible for revising / modifying the child’s education plan?

Ans: You!

Your Care and Follow up is key when fostering relationships. Follow up and caring via one on one calls with parents, monitoring of session reports, conversations with tutors – always keep yourself informed and apprised of child’s progress.

You never want to be in a last-to-know situation where conversations and decisions are being made exclusively between parent and tutor with you finding out “later”…….or never ……..or when client posts unfavorable reviews due to poor results.

Any proposed changes to the child’s education plan should be seen as coming from you, being approved by you and by way of your discussion between you and your client first.

Now let’s look at the relationship mix when we add in Schools/Teachers and the Community

Who has ownership and responsibility for these relationships?

Let’s look at the relationship between:

* + You and Teachers - Why? to learn about child’s challenges
  + Parent and Teachers – Why? to discuss child’s progress

Favourable outcomes:

* + Teacher/school recommending SIE to other Parents
  + Parent, Tutors, child and Teachers become promoters of SIE and your business

**The Main Point is this:**

When you Care and own the Relationship with your Clients, your Tutors, your local schools, your community; Referrals and Reenrollments, will naturally follow.

Your reputation is being created based on experiences, and word of mouth within your community travels fast – your reputation can be on an upward trajectory or it could be on its way down – You choose the trajectory – and when you care and follow up, build relationships; watch your key relationships perform magic - Lead Generation & increased enrolments!!