**Customer Service - 7 Ways to Wow Parents**

To “wow” means “to gain an enthusiastic response from; to thrill; to have an extraordinary success with.” If we want parents’ support, involvement, and participation, trying to elicit such a response ought to be one of our goals.

7 Ways to Wow Parents:

1. We can’t wow them if we don’t have contact with them. Develop a plan to call parents within the first three weeks of school.
2. When you call with a concern, don’t just state the problem. Rather, say “Jim is having difficulty, and I have an idea. Can we meet?”
3. Provide parents with any special benefit or service, and they will sing your praises for a long time. Sending personalized positive postcards to families is an excellent way to build rapport.
4. Offer to do parents a favor by asking two questions: “Is there anything I can do for you?” “Is there anything special I can do for your child?” Both are small actions that can lead to huge positive results.
5. Put your concern for parents and their child above other concerns. It may be extra work to give the advanced student expanded assignments, but your efforts will wow parents. Also, share your love and enthusiasm for teaching. Parents will look at you differently when they hear you say, “I love what we study in this grade.”
6. In person, or by mail, ask parents to answer three questions on a 3” X 5” card:

* What information do you believe that I need in order to reach and teach your child?
* What would you most like me to do for your child? And
* May I call you, and will you call me to make sure these objectives are being met?”

This action will please parents as much as anything you can do.

1. Make promises that you can keep. For example, “I’ll always treat you and your child with respect,” “I’ll always accept your children wherever they are academically and take them as far as they can go,” and “If problems occur, they will be handled on a one-on-one basis privately.” This approach will surprise parents. People will value you tremendously if you make – and keep – promises to them.