



Parent Probing Questions for Tours

1. Understanding Their Needs & Priorities

- "What's most important to you in a childcare center?"
- "What has your childcare experience been like so far?"
- "Are there any specific concerns or questions you have about daycare?"
- "What's your ideal daycare environment for your child?"

2. Learning About the Child

- "Tell me about [child's name]! What are they interested in?"
- "How does [child's name] respond to new environments?"
- "What are some of their favorite activities?"
- "Do they have any special needs, dietary restrictions, or allergies we should be aware of?"

3. Daily Routines & Family Logistics

- "What kind of schedule are you looking for—full-time, part-time, or something more flexible?"
- "Do you need early drop-off or late pick-up options?"
- "What is your child's current daily routine like?"
- "How do you see us fitting into your family's schedule?"

4. Education & Development Goals

- "What skills or milestones are you hoping your child will develop this year?"
- "Are you looking for a more structured learning environment or play-based learning?"
- "How do you feel about activities like art, music, or language immersion?"
- "How do you currently track your child's developmental progress, and what aspects are most important to you?"

5. Socialization & Comfort

- "How does your child do in group settings?"

- "Can you tell me about your child's experience interacting with other children?"
- "What helps them feel comfortable in new situations?"
- "How can we support their transition into a new environment?"

6. Addressing Decision-Making & Enrollment Readiness

- "What do you like most about what you've seen so far?"
- "How does our center compare to others you've visited?"
- "Are there any remaining concerns I can help address for you?"
- "If you found the perfect childcare center today, what would help you decide?"
- "How can I help make the enrollment process as smooth and easy as possible for you?"

Using These Questions Effectively

✓ **Listen actively** – Respond to their answers with thoughtful follow-up, allow “think-time” for answers.

✓ **Personalize the tour** – If they mention a love for music, highlight music activities.

✓ **Guide them toward next steps** – Use responses to reinforce why your center is the best fit.

This approach **builds trust, creates connections, and drives enrollment decisions.**