



BrightPath Tour Training Role-Play Scenarios

Instructions for Trainers:

1. Set the scene – Brief the trainee on the scenario.
2. Act as the parent – Challenge them with realistic questions or concerns.
3. Evaluate & provide feedback – After the role-play, discuss strengths and areas for improvement.
4. Have them try again – Repeat the exercise incorporating feedback.

Scenario 1: The Undecided Parent

Situation: A family is visiting your center but is also considering two other child care options in the area. They like your center but are hesitant to commit.

Parent's Hesitation:

- **"We really like what we've seen, but we have a tour scheduled at another daycare tomorrow before we decide."**

Training Focus:

- ✓ Highlight what makes your school stand out (unique selling points).
- ✓ Ask open-ended questions to uncover their priorities.
- ✓ Use an **assumptive close** (e.g., "Since you love our approach to early learning, let's get started with enrollment so you don't risk losing your preferred schedule!").
- ✓ Use **confident and welcoming body language**—maintain eye contact, smile genuinely, and use open gestures to create a warm and engaging experience.

Scenario 2: The Concerned Parent (Safety & Security Focus)

Situation: A parent on the tour is highly focused on safety and security, asking tough questions about staff qualifications, security cameras, and child supervision.

Parent's Concerns:

- **"How do you ensure my child will be safe here?"**

- **"What happens if my child gets hurt?"**

Training Focus:

- ✓ Reassure them by showcasing **safety features** (security and screen for entry, staff training, safety protocols in place).
- ✓ Use **real examples** of how safety protocols work (e.g., how an injury is reported and handled).
- ✓ Maintain a **confident and empathetic tone** to build trust.

Scenario 3: The Price Objection

Situation: A parent is very interested but thinks the tuition is too high and is considering a lower-cost option.

Parent's Objection:

- **"This center is beautiful, but it's more expensive than another daycare we toured."**

Training Focus:

- ✓ Focus on **value over cost** (teacher credentials, curriculum, and enrichment programs).
- ✓ Use **emotional appeal** (e.g., "You're investing in your child's future, and we ensure they get the best start.").
- ✓ Offer **flexible solutions** (e.g., discuss subsidy options, part-time schedules).

Scenario 4: The Parent Who Wants to "Think About It"

Situation: A parent is engaged during the tour but does not commit to the next step.

Parent's Response:

- **"Thanks for the tour! We'll go home and think about it."**

Training Focus:

- ✓ Ask clarifying questions - "Is there anything I can answer to help with your decision today?"
- ✓ Use **urgency & exclusivity** - "We have limited spots, and I'd hate for you to miss out."
- ✓ Offer an **immediate action step** - "Let's complete your registration now to hold your spot while you finalize your decision."

Scenario 5: The Distracted Parent

Situation: A parent seems disengaged during the tour, looking at their phone or answering emails.

Parent's Behavior:

- **Minimal eye contact, distracted, only giving short responses.**

Training Focus:

- ✔ Use **direct engagement techniques** – Call the parent by name, ask about their child's interests.
- ✔ Encourage **hands-on interaction** – Invite them to observe an activity or play area.
- ✔ Ask an **engaging question** – "What's most important to you in a child care program?"

Scenario 6: The Child is Crying During the Tour

Situation: A parent is trying to focus on the tour, but their child is upset and crying, making it hard to engage.

Training Focus:

- ✔ **Acknowledge & support** – "It's completely normal! Would they like to explore our play area?"
- ✔ **Offer a distraction** – Provide a toy, book, or engaging activity.
- ✔ **Continue the conversation with empathy** – Relate to the parent's experience.

Scenario 7: Handling a Last-Minute Tour Walk-In

Situation: A family walks in unexpectedly, and you must conduct a tour without prior preparation.

Training Focus:

- ✔ **Stay calm & confident** – Make them feel welcomed immediately.
- ✔ **Gather quick insights** – Ask about their needs before starting.
- ✔ Conduct a **structured tour** while ensuring key points are covered.

Scenario 8: The Parent Who Asks Hard Questions About Teacher Turnover

Situation: A parent brings up concerns about teacher retention and staff turnover.

Parent's Concern:

- **"I've heard there's a lot of turnover in child care. How do I know my child will have consistent caregivers?"**

Training Focus:

- ✓ Highlight staff training, retention strategies, and team culture.
- ✓ Provide examples of long-tenured staff and why they stay.
- ✓ **Reframe positively** - "We carefully select teachers who are passionate about early childhood education, and we offer professional growth opportunities to keep them engaged."

Trainer's Wrap-Up Discussion

After each role-play, discuss:

- ✓ What worked well?
- ✓ What could be improved?
- ✓ How would you adjust your approach next time?