

www.kiliedu.com



2015

*How school owners can increase the number of
admitted students by 50% within 6 Months.*

Call us: +255 719 360559

Skype: pmandago

WhatsApp: +255 759 687589

1. Make sure that you pay the teacher's salary on day 25, 26 or 27 only of each Month without missing and consecutively for all 6 consecutive Months. Don't promise teachers to pay the salary which you can't afford, promise teachers to pay the salary within your budget so that you can manage to pay them on 25, 26 or 27 only without missing. Keep this teacher's salary amount in a bank account and never diverse it into other expenditures.

2. Make sure that you offer a free lunch to teachers for all working days within these 6 consecutive Months. If your budget is good offer your teachers a free breakfast, even a free dinner for teachers who are willing to come back at school to help students for their studies. If your budget is still good enough think of offering a free accommodation around the school to teachers. Always keep thinking of giving reasons for your teachers to stay at your school longer. It's not by preparing a list of rules, terrifying teachers to be fired and think that you will control them to stay at your school.... No, that is completely a wrong idea. "Always think of more reasons to retain longer your teachers. Why should teachers stay at your school? You must have good reasons for teachers to be your family. Never think of terminating your teachers instead train them for the weaknesses they have shown. Always remember teachers are your family.

3. The school director and the top administration must have the common marketing strategies to maintain the school values specifically Respect Integrity and Customer care to teachers, parents and students. Make sure that all teachers and other workers practice these values. Teachers are the good ambassadors of your school. All parents trust teachers and they keep consulting them on how to get a good school for their children. Teachers are the key asset for the success of your school. ***"Teachers can kill your school within few Months and the same teachers can make you a millionaire within few Months"*** Make teachers to be your family and not just workers. The school director, top administration and all staff should respect to each other, treating others good, listening to parents and students, responding in time to parents and acknowledging everything which is good and right to each other.

4. Why should parents bring students to your school? Off-course its academic excellence, but try to be original and genuine because this will make you stay in the business for more than 100 years to come. Never dare to acquire an artificial reputation (AR) of your school because, AR will bury your school within just few weeks. You can't survive without knowing the intense of the competition, then which unique service you are offering and has never been offered to other schools? You must have many good reasons for parents to bring students to your school, listen to the parents so that you can know these reasons unless otherwise they will not bring children to your school. Always remember each parents knows more than 100 other parents, if you make one parent happy with your service, you will probably get 100 more students through that particular parents. Start concentrating on making happy the existing parents you have at your school.

5. Unfortunately, most of the secondary schools are still lagging behind the fast changing technology. Most of the secondary schools do not have even a website and few of them with websites, their websites are not responsive (Not mobile friendly). Make sure that you have a responsive website (Mobile friendly website). If you don't have a website you can't compete with a school with a good website and if your website is not mobile friendly which means you are missing many of the prospective students.

6. Implement an Inbound Marketing strategy for all these 6 consecutive Months. Inbound Marketing has overlapped the traditional Marketing (Outbound Marketing eg. T.V, Radio, Printing etc). There are more than 54% leads generated through Inbound Marketing than outbound marketing. ***“Never rely on T.V, Radio, Printing etc because the fast changing technology will leave you carrying your competitors.”***

7. Call us at any time, for the case you need us to support the development of your school.