

# SCHOOL CUSTOMER SERVICE *Workbook*

---

*The Power You Need to Cause Parents  
and Students to Choose Your Schools*

---



*By Tracey DeBruyn  
James R. Rickabaugh  
Robert L. DeBruyn*

© Copyright 2005 by The MASTER Teacher, Inc.

All rights reserved. No part of this book may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, or by any information storage and retrieval system, without permission in writing from the publisher.

The MASTER Teacher, Inc.  
Publisher  
Leadership Lane  
P.O. Box 1207  
Manhattan, KS 66505-1207  
Phone 800-669-9633 Fax 800-669-1132  
[www.masterteacher.com](http://www.masterteacher.com)

ISBN 1-58992-208-5  
First Printing 2005  
Printed in the United States of America



# Contents

A Letter from the Authors . . . . .	iv
How to Use This Workbook . . . . .	v
Chapter 1 . . . . .	1
Chapter 2 . . . . .	7
Chapter 3 . . . . .	11
Chapter 4 . . . . .	15
Chapter 5 . . . . .	21
Chapter 6 . . . . .	25
Chapter 7 . . . . .	33
Chapter 8 . . . . .	37
Epilogue . . . . .	41
Customer Service Training and Action Plan . . . . .	45



## How to Use This Workbook

This workbook is organized into nine sections which correspond to the eight chapters and epilogue of *School Customer Service: The Power You Need to Cause Parents and Students to Choose Your Schools*.

This organization allows you to conduct or participate in one customer service workshop or discussion group during each of the nine months of the typical school year. Each discussion is designed to last from 1 to 1½ hours. You can also concentrate your training into two, 4½- to 5-hour workshops. In a retreat situation, you and your group can study chapters one through five on the first day and chapters six through nine on the second day.

Throughout this workbook, we have provided areas in which to take notes. Another important feature can be found at the end of each chapter—a place for you to brainstorm *Strategic Actions*. By putting all of your strategic actions together, you will have the body of a *Customer Service Training and Action Plan*—giving your study the ultimate in meaning and purpose for your organization.





# NOTES

2. Take the time to analyze the total lost resources in terms of what it represents:

As a percentage of the total district budget.

---

---

---

In relationship to budget cuts or potential cuts that need to be made or are being considered.

---

---

---

In relationship to total salaries.

---

---

---

In relationship to specific programs that you would like to initiate or may have to drop.

---

---

---

In terms of other areas not listed above.

---

---

---

3. Insight 1 makes the statement that we need to realize that parents and students are our customers. Discuss the following:

Who do you think are your primary customers?

---

---

---



## NOTES

Who influences your primary customers?

---

---

---

Should these people be considered your customers as well?

---

---

---

4. Consider the statement, “And like most customers they are going to go where they believe their needs can be met in the best possible way.”

Discuss the concept of parents and students as consumers of education.

---

---

---

As consumers, what are parents and students looking for?  
How do you know?

---

---

---

Identify those competing with you for students in your district.

---

---

---

What advantages might your competitors have? How might you respond to gain the advantage?

---

---

---

COMPETITIVE ANALYSIS	Your School/District	Competitor #1	Competitor #2	Competitor #3	Competitor #4	Competitor #5	Competitor #6
Preschool							
All-Day Kindergarten							
Athletic Options							
Curriculum							
Teaching Experience							
Activities Non-Athletic							
Safety							
Character Ed							
Special Ed							
Parent Involvement							
Administration							
Size							
Proximity to Home							
Cost							
Before-School Programs							
After-School Programs							
Transportation							
At-Risk Programs							
Religious Ed							
Grants							
State Accreditation							
Teacher Use (for Their Own Children)							
Technology							
Scholarships							
College Entrance Exam Scores							
State Standard Compliance							

**Instructions for using this chart:**

1. On the left-hand, vertical column, list your competitors.
2. Grade your competitors in each of the areas listed across the top using the following grading system:  
**A** Excellent  
**B** Good  
**C** Average  
**D** Needs Improvement  
**N** Not Applicable
3. Grade your school or district in each of the areas.
4. You are at a competitive disadvantage in any area in which you give your school or district a grade less than an A. You have a competitive advantage, that you can and should exploit, in any area in which you give yourself an A and your competitors a lower grade.





