

Wed 10/10/12

We always have offers on website.

Please keep checking website. Different offers. Now 2 weeks free trial. After school - people are going on the internet even before they come to the school - you need to know all the offers. ALSO TK coupon Oct 18 -

Student experience! As the experience we are delivering working?

All contracts should be the same. Same price for programs. Lower prices → lower values

What happens when they walk in your school for the 1st time:

1. They have to be greeted!
2. What they see should not be confusing. Front desk neat. What they see, hear & smell should be right. Expect a bow.
3. Structured / few class or chaos?
4. No food in parents viewing area.
5. Wear the proper clothes! They gotta see who's in charge.



Only 6 missed meetings, after that you are fined.  
check list - coming up - same thing in all schools - same exact system.  
Nationals - wear proper outfit.

Customer Service:  
Give more than you receive. Know their names, greet & interact with them. Be all about customer service.

If someone has a concern, address it in the next 24 hours.

High performance environment comes with change, organizational structure, the vision you have for your MA business. Swift & effective response to change → always be improving.



## SMALL SCHOOL BIG PROFITS

### FOCUS ON CUSTOMER SERVICE

Great service is the fastest, easiest, and least expensive way to build school growth.

- Increase the number of students you service by improving your retention rate. Innovate by adding more value in what you offer. This is one of the Three Pillars of the Extraordinary. If you want outstanding success – your facility, your curriculum, and customer service must be outstanding.
- Outstanding customer service must start at the top (you) and trickle down and permeate your entire organization.
- All communication, face to face, phone, computer and print ads must be friendly, polite, helpful, and slanted toward the benefit of your customers.
- Continually provide superior service, assistance and support for your customers. Be a standout in customer service so your customers can't get better service from anyone else they do business with.
- Make your customers raving fans who view you and your organization as an extension of their family. Your business culture should be all about giving more than you receive.
- Always be looking for ways of adding more value by giving back to your members. Promote free seminars, workshops, hot dog Saturdays, pro shop give-aways, and social clubs. Hold events that bring families together. Social events are vital to a school's growth. This is how most churches grow their youth programs.
- Make contact with every student in your school weekly whether they come to class or not. Perceived indifference is the number one reason students quit. They must know they matter.
- Email your students on a regular basis. Some schools only email with ads, specials or sales. Email your life skill themes and/or develop an email campaign where you are selling nothing except customer service. Email compliments to students. These are time consuming but so important.
- If a student decides to quit, follow up with an email (after you have called them) to reiterate how much you appreciated having them in class and ask them if there was anything your business could have done to provide better service.
- If a student moves, try to find them a school in their new location – and refund any unused tuition. Word travels long and fast when it's attached to a good deed.
- Give your customers more in service value than you charge in cash value.
- Your brand (your image) is owned by your customers. How they see you and your company is their reality. You must shift your school's focus to your customer's focus (Why did they join your school?) Then you must exceed their expectations. This will eliminate the competition – as mediocre customer service is everywhere.





## SMALL SCHOOL BIG PROFITS

- Customers should never be taken for granted. Do not assume even your most loyal member is "for life." Never stop remembering that your karate members are your customers. Each month, more customers must hire you than fire you. When a student quits, they have fired you!
- Customer service starts before they actually become a customer. When they call you or when into your company to inquire about classes, greet them with a smile. Do this when answering the phone. By smiling when you answer the phone, your voice will reflect your enthusiasm. Use a customer's name when speaking with them. A person's name is one of their most cherished possessions. Everyone likes to hear their name. Uses it creates a bond between the person who owns it and the person who uses it.
- Greet and interact with your customers in the parking lot, the lobby and the training floor. Whether they are coming or going, greet everyone. When a customer comes to your front counter, stand up to converse with them. Or better yet, go from behind the counter or desk if possible to join them on the same side to listen to them or assist them.
- In class, be a good finder and point out what they are doing right. Take the time to tell a child's parents what the child was doing right.
- When a student misses two classes in a row, call them and tell them that they were missed. Perceived indifference is the number one reason people will disassociate with your business. They do not feel important, noticed, cared out. Do not allow them to feel marginalized. This world runs rampant with this. But don't allow this to happen in your company!