

Monday, October 17, 2011

How many trial members do you have in your school?

Are they converting?

- offer a lower program 1st (i.e. 3 classes)
- build rapport
- monitor per class memberships - are they using classes faster than the time period of their points
- must be on a schedule
"Come whenever you want" = "don't come whenever you feel tired/lazy/busy/etc."
- know when is the best time to present.
let them take a few classes - build rapport
1st due after 1st program over
- roleplay presentation - be sharp. Don't confuse the student.
- every student is important - enroll everyone

Use floor drills to perfect technique



Nationals this weekend

- If they cannot do these basics, they should NOT move on to the next rank.
- Use floor drills to teach perfect basic techniques — with structure
- traditional martial arts works in SD

structure - what
the class looks like

attributes -
speed, power, etc

instructor points -
what you do

Report - w/ students
& parents

3 levels

Structure, emotion/energy, knowledge

- Handout early camp enrollment poster
- Make sure to check your KA email -
Students may email you about something urgent

- month to date → L2 = at least a basic

What did you learn from the lunch last week?

- personal stories were great
- boss should make employees happy — so they make the customers happy. Hard to give great service when you feel like crap. Catch people doing good.
- presentation — smell, lighting, clean, each plate (clean/straighten as the night goes on)
- felt like you were their only table
- give them what they expect. (know what they expect)

Nationals this weekend

- make sure to visit all year students' rings
- make the tour a big deal to everyone in the school.

Billing trend (graph) handed out

- Is it up or down?
- in general are you trending up or down for the year?