

Wed Oct 31, 2012

What have you done to turn the general population into prospects ??
Did you do anything this week?

- Business to Business
- Bring buddies to class
- Flyers / cards

It is the primary function of each instructor to convert suspects into prospects.

"Fitness" → Hey. Talk about fitness in Martial Arts. Encourage 1 good food a day.

Endoctrination - Report during trial period.

- Gifting → buy prizes / price and give to students. (not promotional items)

Daily tasks - each employee has to have their own tasks.

Every single time is the first impression.

Is your chosen model correct? Time to determine. 60% parents will need after school - 60% adults will need fitness.

Thanksgiving! Sale during the week of camp on Friday.