

Monday, March 11, 2013

#s from Feb up quite a bit from Jan → Good job!

Have you reach $\frac{1}{3}$ of your March goals?

- we are $\frac{1}{3}$ thru the month

- Measure your goals incrementally so you know if you start to fall behind.

Make sure the person teaching is the right person

- look the part - clean neat

- have the right attitude - positive

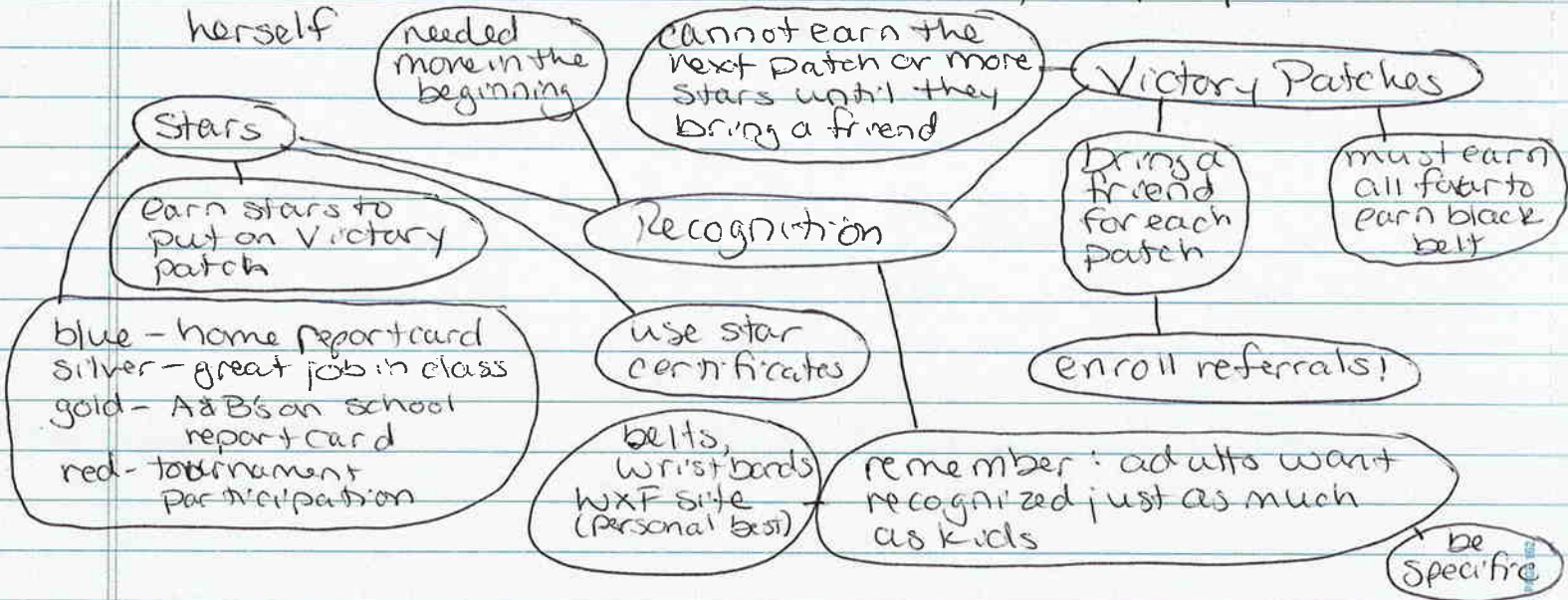
- personable - talk to people easily

- care about people & show it

- know & be able to perform the material

- Kickboxing - prob a female instructor

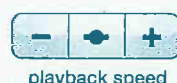
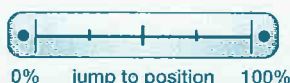
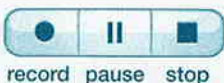
- KM - prob men. ~~The~~ woman will have to be prepared for men to be hesitant to train off her, ready to prove herself



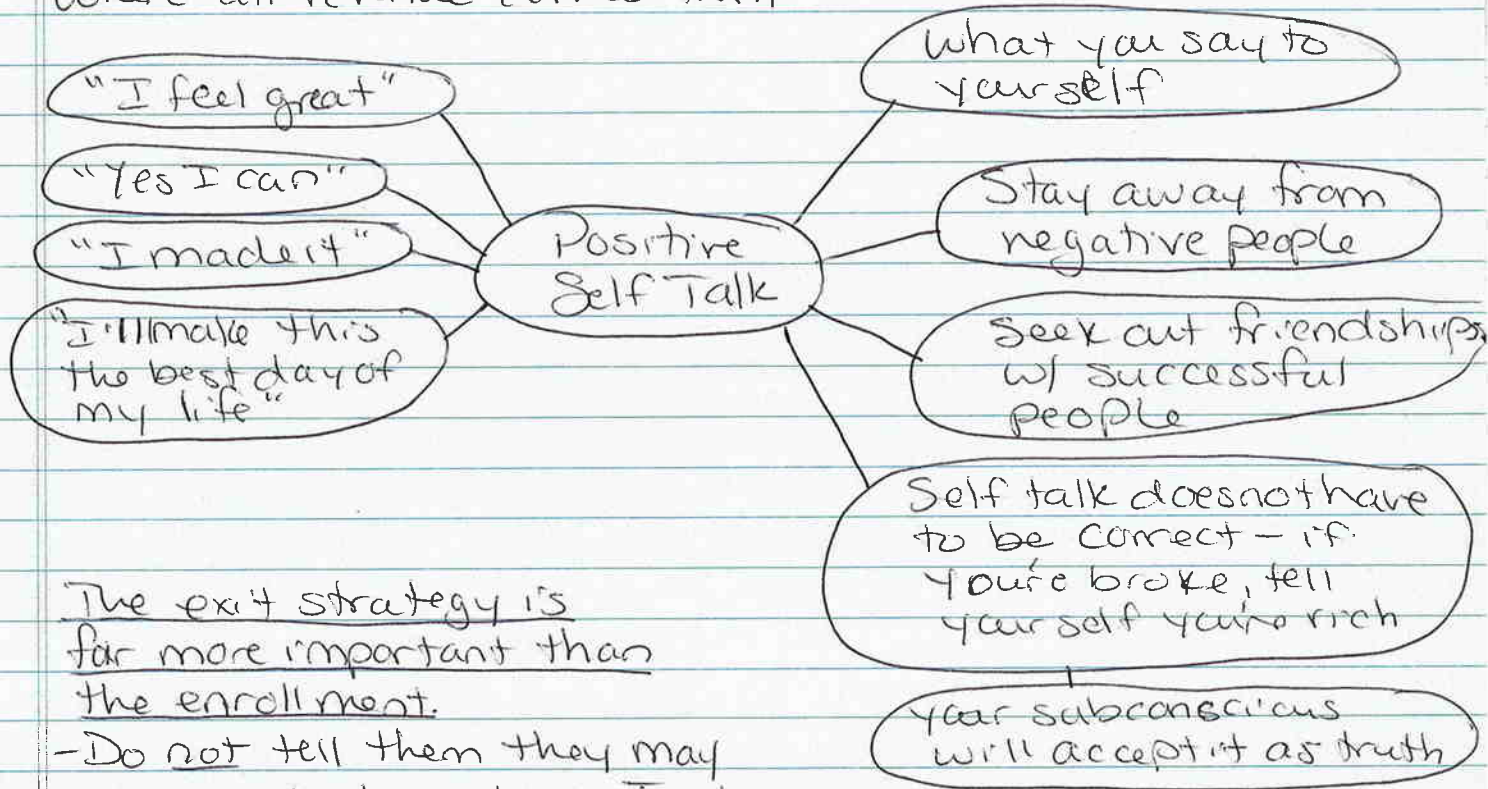
Treat Tiny Tigers right - they have potential to stay longer

- More time before they hit turnout was teen years, or grow up & go to college

- The most qualified must teach them



Track what programs are making money - know exactly where all revenue comes from



The exit strategy is far more important than the enrollment.

- Do not tell them they may ~~ever~~ cancel at any time. Just direct them to the office - after trying to find a way to keep them in class.
- The exit letter asks for feedback - ends their relationship w/ us w/ them writing down what they liked (positive final impression)
- Your reputation & time are the only things you have ~~left~~ to sell

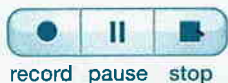
★ Do 3 month test cycles. The timing matches the new curriculum

- Try to provide a schedule where parents can take WXF while their kids are in class.

- Your child students should look like they can fight.

- Grayson people - don't push the sale upfront. They feel they've already paid.

- WXF ~~does~~ can be taught by someone other than the chief inst. They just have to have the right attitude, basic skills, & look the part.



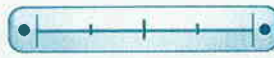
record pause stop



jump



bookmark



0% jump to position 100%



playback speed



volume