

Monday, March 12, 2012

Wednesday Master VanSchmeiling will be running the meeting

Next Monday - Master Jeff Smith

Handout updated KM planner (gray & yellow)

Did you do the \$5000 you planned for last week?

- If not, what do you have to do this week to make up for it.

- How/ from what sources will you earn the money?

Have names & amounts written down.

Have events planned - collar testing 3/31, Spring Break camp

Give camp free if they upgrade. Use this camp to sell summer camps &/or after school

Make a list of who's behind on payments.

Top ten lists - past due, upgrades, merch, camp, renewals

- Best candidates in each category

(No one should expire during the summer)

- Review the plan for this week w/ your group

How to keep enrolling dot every month

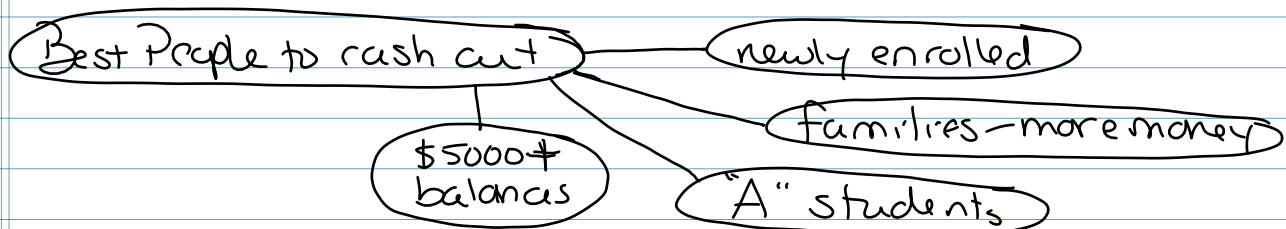
- Call and/or email all leads - continually add to the list

- hold sign at corner

- VIP daily - in plaza, parks, etc

It's a daily effort - not one big event.

To sell merch - offer to sell & then use it in the class - all the time



Prices should be consistent - or else people will realize they are paying different amounts & get angry

Once your school is at capacity, increase the prices.

To get the school off the ground, some schools have permission to do special, lower pricing.

Keep pace (price wise) w/ inflation — your bills increase; therefore, your income must increase

- rent increases 3-6% each year

The purpose of 36 month mem is so you can get PIF — That is the only way to ensure they will pay as agreed

The ave. mem is only paid for 11 months, no matter the length of the mem.

The ave person trains 3-6 months. If they have a 12 month mem, they will likely keep paying, so their credit isn't affected.

KM planner

- use the terminology
- tell them the purpose of the drills

Why so many LP's?

- using the XMA unit

Know exactly what you did — so you can repeat it.