

Wednesday, April 20, 2011

Handout - World Championship
- ... receipts

Positive Statements: State your goals
as if you already have them.

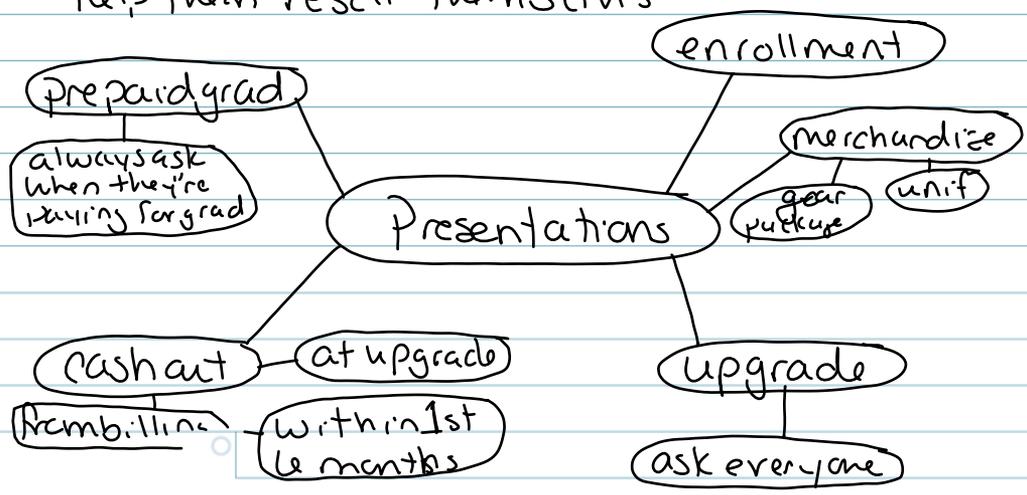
"I have 300 credits."

"I have ___ in savings."

Be aware of gas prices - make it
difficult for parents to drive to your school
all the time - schedule: make multiple
classes per day available.

Testimonials for WC & NB

Ask for testimonials - parents writing down
what TKD has done for their child will
help them sell themselves



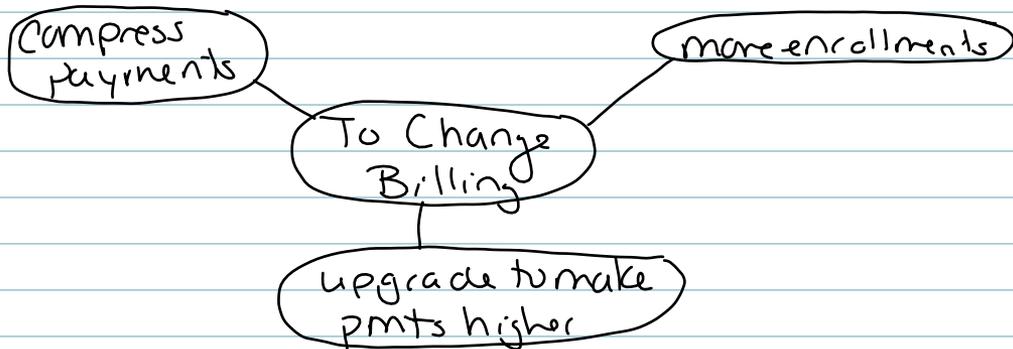
Are you really presenting (asking to buy)?
Or are you just telling them what they
should buy?

Use the words "I recommend..." "How would
you like to take care of that?"

Exceed their expectations — and they will
want to spend with you.

Review Marketing Materials & their uses

- Are you using them?
- using them correctly?
- what is working?



Monday — bring gear