

Wed 1/17/2013

Call your leads right away - everyone should  
be out - instructor also! And instructors also!  
Call and make appointments!

Why do we bow at our meeting?  
It is the tradition, the culture, we chose  
to follow. It sets the tone!

When someone walks in, everything is part  
of the sale process, the class, what's going  
on with the instructor, the class, the  
kids, the front counter.

Overcoming argument:

Feed back

agree

Feel, felt, found

Overcome objections in advance -  
Card rack: how we keep track of our students  
progress.

Teach the Curriculum!!

No Kids in Krav classes!!

Clean your school → check & clean  
bathrooms in between classes!

Our job is to make everyone feel  
significant, greet everyone, school  
should be clean. Everyone should  
know everyone else.

