



# Pro-MAC National Section #3

## Sales & Marketing Excellence

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## TOPIC 1 – RECRUITING

**VIPPING** is very easy it is just approaching as many people as you can. When you VIP someone you are giving them a guest pass or invitation to come and experience your school.

A **Power Appointment** is when the person you have VIPPING shows interest. This is when you can get their information such as name and phone &/or cell # so you can call them once you get to the school to make the appointment.

## SCRIPTS

*Remember that it's good to know the scripts. Imagine you're on the street, in a grocery store checkout line, or pumping gas... Someone asks you about Kovars...*

“Let me tell you, training at \_\_\_\_\_ can be life transforming. It has been amazing to see the positive impact it has had on people.”

Followed by:

### **(For an Adult)**

“There are lots of reasons why you might choose to study Martial Arts at \_\_\_\_\_; you'll learn effective self-defense, you'll have increased energy and fitness, better focus and concentration, stress relief, and probably most important, it is a great environment and you'll have a lot of fun.

### **(For the Parent)**

There are lots of reasons you might want to get your (child/children) into Martial Arts. (He/She/They) will gain improved concentration, balance and coordination, improved fitness and self-defense skills. (He/She/They) will



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also see an improvement in other sports, a higher level of respect and self-discipline, academic achievement, and, of course, (he/she/they) will have a lot of fun.

These are just some of the benefits of Martial Arts training. Are you looking to accomplish something in particular?

That's great! Many of our students train with us for the same reason. In fact, we specialize in..." (Reinforce the values & benefits that the person stated.)

We start all new students with a tour of our school and a Free Private Introductory Lesson. This will give us an opportunity to meet and answer any questions you may have. It will also give you a chance to experience some of the basic skills we teach and see how much (you/child's name) will enjoy training with us. Then we'll explain our schedule and enrollment options after that class."



**TOPIC 2 – TELEPHONE SCRIPT**

- **Instructor:** It's a great day at Kovar's Satori Academy of Martial Arts, how may I help you?  
*Caller:* How much are lessons? I would like to start training. Any question about training
- **Instructor:** Great, my name is \_\_\_\_\_. Who am I speaking with?  
*Caller:* \_\_\_\_\_
- **Instructor:** Is this for you or your whole family? What is his/her name? How old is he/she? That's a terrific age to start! (For Adults I still ask for age... it makes a difference in the plan for an orientation whether your student is 20 or 50)  
*Potential Students:* \_\_\_\_\_ *Age:* \_\_\_\_\_  
\_\_\_\_\_ *Age:* \_\_\_\_\_  
\_\_\_\_\_ *Age:* \_\_\_\_\_
- **Instructor:** How did you hear about our school?  
*Source* \_\_\_\_\_
- **Instructor:** What benefits are you hoping to receive from the Martial Arts?  
*Caller:* \_\_\_\_\_

(If the caller identifies themselves as a previous trainer in the Martial Arts,)

**Instructor:** Great, then I'm sure you know what you are looking for in a dojo...(go directly into we offer a free orientation)

- **Instructor:** That's great. Many of our students enrolled in our program for the same reason.
- **We offer a free orientation class.** In this class, we'll give you a tour of our school, \_\_\_\_\_'s first Martial Arts lesson, and meet some of our instructors, also at that time we'll explain our program to you and answer any questions you may have. This class is approximately 45 minutes, so please plan appropriately.  
I have an opening today/tonight at \_\_\_ or \_\_\_. Which is better for you?  
*Appointment date and time:* \_\_\_\_\_

*Caller:* (talk with spouse, think about it etc.)

**Instructor:** I'd like you to talk to you spouse in regards to our conversation, and I would be happy to set a tentative time for you as we are appointment only. Then you can double check the time and get back with me if you need to reschedule.

- **Instructor:** Awesome\_\_\_\_\_, what is your last name?  
*Caller:* \_\_\_\_\_
- **Instructor:** We will confirm your appointment the day before. What is the best number where you can be reached?



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Caller: \_\_\_\_\_

- Instructor: Do you know how to get to our school? (Always give directions)
- Instructor: When you get to the school come to the front desk. (*Hand off is crucial*) We will introduce you to your instructor for your Orientation Class.
- Instructor: If for some reason you cannot make the appointment please give us a call, I would be happy to reschedule. We look forward to seeing you/ and \_\_\_\_\_ on \_\_\_\_\_ at \_\_\_\_\_. Thank you for calling Kovar's Satori Academy of Martial Arts.

Caller: Price Objection: (how much are lessons?)

- Instructor: \_\_\_\_\_, our tuition prices are both reasonable and competitive. Let's go ahead and set up a time for you to come in and take your orientation class, and then your instructor can sit down with you and give you all our course information.

**If Necessary:**

- The national average ranges from \$100 to over \$200 per month.
- It is common practice to have hidden fees, such as belt test fees, association dues, mandatory, private lessons, mandatory clinics, and mandatory tournaments. Our prices are inclusive.
- If you take advantage of our current promotion it will be \$161 a month.

*About eighty percent of people who call start the conversation by asking, "How much does it cost?" How much does what cost? These people have no previous experience or even basic appreciation for what martial arts really is, and how it can improve their lives. The price objection caller has no idea what your school is all about, and usually nothing to compare it to. So, why do they ask for the price?*

1. *They need more information and simply do not know what else to ask.*
2. *Most people are on a fixed budget, and they have real concerns about your program being out of their price range, no matter how great your program may be for them.*
3. *Most of us, since we were small children, we were taught to let our fingers do the walking. Just call, it's easier than shopping in person.*

**Have info pad and script by every phone.**

## TOPIC 3 – BACK TO SCHOOL MARKETING

### A BACK TO SCHOOL “TO DO” LIST

- Develop a back to school offer for your marketing campaign. Use this offer in all of your marketing to be consistent. Our Offer is A “Buddy offer” that can be use 2 ways: 2 people train for a month for the price of 1, or 1 person can train for ½ off a month.
- Run ads with your back to school special in your local newspapers, coupon magazines, on road signs, with your direct mail, on pizza box tops, and in area school newspapers.
- While you are contacting your area school newspapers, ask them to run an article that you have written about: child safety, Self Defense, history of the martial arts, Benefits of martial training for children, or any subject that you are an expert on.
- Order all of your item that you will need to promote your school now! Pencils, book markers, logo, stickers, book covers, book bags, coffee cups, tumblers, Frisbee, and so on...
- Plan to send pizza to a different school for the teacher lunch during their office hours several weeks before school starts. Plan on visiting that school 2 days later to pass out any teacher gifts you have and speak to the PE instructors about scheduling you to be the guest teacher for a week. If they have to think about it, follow up 2 days later.
- Plan your massive intro seminars for the next 9 months and plan on how to market them. Ideas for the seminars may be Bully Proof,



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Children's Self-defense, Kid Safe, and Karate for Concentration, etc...

- Plan a back to school party for your students. Have a party, sleep over, or a pool party for our Back to School Bash. Try a cook out at the pool, a DJ, and prizes. Check in your town to see if you can rent the pool after hours like from 8pm to midnight. This is a great event!

Dear Teacher,

My name is Dave Kovar and I am the owner of Kovar's Satori Academy. We have a student in common, as well as some similar goals. I want my students to achieve the very best, not just in karate, but also in their everyday lives. It is important to me that they develop the skills to be productive, successful individuals. An integral part of our martial arts program is to teach the students the importance of focus, respect and self-discipline. As I am sure you would agree, all of these are essential elements for the student's growth. That is why at every belt promotion of my students I seek the opinions of the parents and teachers of every individual. This means that every time a student is approaching his/her next belt test you will receive an intent to promote letter. The next one is less than 2 weeks away.

This letter will be your opportunity to voice any difficulties our student may be having. We will hold a student's promotion until parents, teachers and I feel that the student's progress warrants such a reward. Or if you have something positive you would like to share, your feedback would be invaluable. Please sign below and return this letter with our student in common if I can count on your participation. I look forward to working with you and hope that together we can help our students have a productive and rewarding year. Please call me at 480-0456 if you have questions or if I can be of any assistance. Thank you for your time and attention.

Teacher Signature \_\_\_\_\_

Sincerely,

P.S. We are available to do school talks. In the past school terms we have had positive responses to our classroom appearances and have several teacher references. This is an opportunity for us to communicate the mental benefits of focus, self-control, respect and self-discipline to your entire class. If this sounds like something you are interested in please fill out the following information. Again if you have any questions please give me a call.

## External

- Newspaper ad – Choose an ad for your newspaper. It has been found that weekly newspapers are more economical and effective than daily papers. When placing the ad make sure that you dominate the page either through placement, use of color or size. Advertising one time is not effective. Repetition is necessary – it is recommended you continue paper ads with one of these ads for a minimum of 6 weeks. Choose your ad and then you may want to add the line “Now Enrolling For Back To School” or “Back to School Classes Now Forming” in the space under “The area’s most qualified instructors”
- Use the ad for flyers. Two ads can be printed on one 8 x 10 sheet of paper and then cut in half. 500 copies will give you 1000 flyers.
- Call your paper and ask for the cost of an insert. Then have one of these ads made into flyers and inserted in the paper. The idea here is that you can also print the back of the flyer.
- Be sure to keep up with your ad cards. August / September are always good months for new enrollments. Don’t miss new enrollments because you are lazy on your ad cards.
- Send all ex-students a newsletter as well as a back to school flyer.
- Take one of your ads to Kinko’s or other printing store and have it blown up poster size to display on your window.
- Have a huge banner made at a sign store. Fast Signs does them fairly inexpensive. Sign says “Back To School Classes Now Forming”

### Internal

- Be sure that all vacationing students are back in class. All stragglers should be contacted and offered extra help to get restarted.
- Plan an Open House for end of September / early October. Get all students involved in the demonstration to ensure you get a lot of spectators and guests. Friday nights work great – plan 1/2 hour demo, raffle to insure you collect names, addresses and phone numbers, refreshments and a free trial class.
- Now is the time for another VIP / Prize wheel type promotion. (See ProMAC #7) Kids are back to school and all of a sudden they have new friends to give guest passes to.

### Back To School Party

Your Back to School party should be planned for September. Send or call, all MIA (missing in action) students an invitation. Allow students to bring guests. Ideas for parties include magic night, movie night, pizza party or sleepover. The goal is to get everyone back and involved ASAP. Also you will always find parents who think their child's new grade is overwhelming and look to drop out. We want to make our schools such a great experience that they would never think of doing that.

This is a free event—please keep in mind the purpose of the event is to get everyone back on track after summer vacation. This is a retention tool along with a chance to get student to bring their friends. The reason I suggest you wait until September is to allow the kids to get settled in school and to make some new friendships. The goal is two fold:

1. Get students who got lazy over the summer back to class.



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2. Get students to bring new friends in order to get a lot of new feet on the mat.

As with all events of this type be sure to invite all guests back next week to take a second class, receive a free uniform and to test for their white belt. Be sure to gather names and phone numbers of all guests wanting to come back. Be sure to call all parents of these kids ASAP to notify them of the time of the second class and to be sure that they are present for this class. You want to make sure the decision maker is present when you do the mass into procedure.

Be sure to call if you are not familiar with the mass enrollment before promoting the event.



## **TOPIC 4 – How To Get Local Merchants To Display Flyers**

**Overview of event:** This basically consists of networking with your local businesses trying to get them to participate in either a flyer swap or simply distributing our materials. Try to keep these interactions short and sweet. The longer it takes to make the point, the more likely you will be denied.

**Objective(s) of event:** To get our marketing materials out in the neighborhood through local businesses.

**Identifying opportunities:** Virtually any retail or food service business near your school is a candidate. Pay attention to the clientele of the business. The closer it matches our clientele, the better.

**Materials needed:** VIPs, business cards, self-defense flyers . . . anything you want a business to display.

**Staff needed:** You can do this alone or with a partner. Sometimes working in a team makes the time fly plus you can go in the business together and takes turns presenting, or you can split up and hit twice as many businesses faster.

**Attire:** Satori Academy (or Kovar's Satori) polo's are ideal. Any other school logo'd attire is also fine.

### **Preparation prior to event:**

- *Before going out* – Make sure you know exactly what we are going to say. Know what you may be willing to offer in exchange. For example, you may want to reciprocate by offering to let them put out their fliers at your next belt promotion when there will be lots of people coming through your school.

Be sure you have your materials ready. Have an initial supply ready so that if they say yes, you are ready to put your materials out immediately.

Think creatively. It may be that the best opportunities are not obvious. Think about the business you are entering. Is there some way that we can take advantage of this beyond just putting out a stack of fliers?

**Summary of steps:**

1. When you first walk in, look for spots to put fliers so you know exactly where you will put them and don't have to search later in front of the manager.
2. Ask to speak to the manager
3. Introduce yourself and give a quick presentation using key words (how many students you have, belt promotions every month, families interested in that businesses product.)
4. Show them a sample of what you'd like them to make available
5. Indicate that we'd be happy to reciprocate in some way
6. Ask if we can place our fliers (or cards, or whatever) in their business
7. If yes, thank them
8. Exchange business cards even if they declined

**Conducting the event –**

- **Final steps** – Potential script for just leaving flyers. “Hello sir, we are out in the area promoting a Family Safety Clinic as part of our Community Outreach program. Would it be o.k. if we left a few flyers for some parents that might be interested?” At this point simply drop the flyers in the place that you had in mind. If the manager does not want them he will tell you to pick them up. Nine times out of ten they just say “sure” and go back to their busy day. (Remember they don't have tons of time to sit and chit chat to “solicitors”... do you?)



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**Script for doing a flyer swap-** “Hello Sir, my name is \_\_\_\_\_ and I am the manager of Kovar’s Satori Academy right down the street, I have about 200 families that come to my school and every month we have a big event where the kids promote to their new belts. I know some of my families would be interested in (whatever that business sells) so I was wondering if you’d like to put out coupons at our Belt Ceremony next Friday. Great, would it be o.k. if I left a few of these guest passes (or fliers) right here? Thanks! **You can also switch the order of this. For example you could ask to leave VIPs first and then talk about Belt Promotion second. Both work but it can be stronger to make our offer to them first, because this gets them saying “yes” before they say no- and they always say yes to your asking for coupons. After they give you their materials, they will almost always take yours simply out of courtesy.**

**Follow up after the event:** Visit their business from time to time to replenish your supply of VIPs or fliers. Say hi to the staff and the manager if they are there.

**Any other important information unique to this event:** Remember to keep your visits short and sweet. Be friendly and professional, but get right to the point. If some solicitor came to us during prime time trying to get us involved in what they were doing, we would only accept their information if it was beneficial to us, easy to understand, fast, and involves very little effort on our part. This is how we want to interact with other businesses.



## TOPIC 5 – How To Schedule And Conduct School Assemblies

**Overview of event:** A 15-30 minute presentation in a school assembly format typically at an elementary school, in which we go over basic safety tips, discuss positive character traits and conclude with a demonstration.

**Objectives of event:** Most importantly, this is an NSA event. The purpose is to generate interest and excitement for the students in the class and have them tell their parents that they'd like to go to Satori Academy. This is also a great opportunity to turn the teachers into fans. This is vital, because enthused teachers will refer you to other teachers and may even recommend Satori Academy for some of their students. There is generally also a retention benefit because you will usually have students from your school at these assemblies. A strong presentation will help retain those students.

**Identifying opportunities and booking events:** Identify all schools in your area and send a letter to each principal offering your services as a speaker. Include a copy of our "Successful Life Skills." Inform the principal that they can choose any topic they wish presented. Determine if your schools participate in the "Red Ribbon Week" anti-drug campaign and offer to be a speaker. Identify any teachers who are your students or parents of students and offer to be a speaker at their school. Doing school talks can also lead to assembly opportunities.

### **Materials needed:**

- Enough pencils for every student
- Enough bookmarks for every student
- Kidz in Power DVD (A gift for the principal or school administrator)
- Boards

**Staff needed:** One experienced tan coat and possibly an assistant.

**Attire:** Clean and sharp Gis. Impressive appearance is vital.

**Preparation prior to event:**

- *One month before the assembly* – Book the event and review the script for your presentation.
- *One week before the assembly* – Familiarize yourself with the script to ensure that you are very comfortable with your presentation and schedule your assistant for the presentation.
- *A few days before the event* – Identify any of your students that attend this school and tell them you will be speaking. Select one or more who you'd like to participate in your presentation. Ask them if they'd like to participate and prepare them. If they will be breaking a board at the assembly, have them break a board in your class to be sure they will be confident and ready to do it in front of their classmates. Be sure you have all materials available.
- *One day before the event* – Confirm with the school secretary and gather your materials. Be sure you know how to get to the school and how long it takes. Be 100% sure so that you arrive before your starting time.
- *The day of the assembly* – Prepare your assistant for their role in the presentation.

**Summary of steps at event:**

- **Initial steps upon arrival** – Arrive 15 minutes early and sign in at the school office. Establish rapport with the office staff. They can be very helpful to you when you want to promote future talks, assemblies and other events. Meet the principal and be in the assembly room to greet students and teachers as they enter.

- **Set up instructions** – Get your materials ready for when it's time to hand them out and have your boards ready for breaking
- **Conducting the event** –
  - Greet students with high fives and ask how they are doing. Be sincerely interested in them; remember they are checking you out to see if they like you.
  - Identify your own students and ask them if they are ready, if you need more helpers ask the principal to select students that can assist and not detract from the presentation. Do not select on your own or you might get a student who wants to be a wise guy and make you look bad.
  - Establish a couple of strong focus anchors.
  - Begin by discussing the meaning of the bow, putting an emphasis on the importance of never practicing karate on the playground or other inappropriate places (This will be welcomed by the principal and teachers and put them at ease.)
  - Remember to focus your talk on the message you are there to deliver.
  - After reviewing the main points of your message do a martial arts demonstration followed by a board break using your assistant instructor. Emphasize to the students the board you are using is a special board and they are not to try this at home.
  - If you are doing a “Red Ribbon Assembly” present the 5 ways to say no to drugs, tobacco and alcohol using your own students or those selected by the principal.
  - End your presentation with a game of “sensei says” or “attention stance”.
- **Concluding the assembly** – Be sure to thank the principal, present them with the bookmarks and pencils and give them a VIP pass to show your appreciation for allowing you to speak to the students. Take



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this time and offer to help raise funds for their school with our fundraiser activities.

**Follow up after the event:** Send a letter or call the principal to thank them and offer your services for future events or to be a P.E. teacher for a day. The more things you are involved in, the more exposure your school will get.

**Any other important information unique to this event:** In addition to generating leads for new students, assemblies are important networking events. Treat everyone as if they could refer 100 students to you. It's very possible that they can. And don't underestimate the influence of the office staff.