

## Increasing Sales with a Professional Enrollment Presentation Binder or PowerPoint, Part 2

Part 2 of this Black Belt Management Report includes enrollment presentation tips and recommended steps for building your enrollment binder.

A professional enrollment presentation binder serves two important purposes. First, it is a detailed and consistent sales presentation to all prospects and parents. Its messages and images, presented in a step-by-step fashion, provide each new student with a crystal-clear understanding of your school's enrollment policies. Second, an enrollment binder streamlines staff training, so your newest staff members become quickly competent to present your school's programs and fees, and gain confidence in their abilities to close sales successfully.

### The Presentation Process

1. Carefully consider the location of enrollment conferences in your school.
  - a. Select an office or corner of your school that is clean, quiet and provides some privacy.
  - b. It should also provide plenty of room for a desk and several chairs. You don't want prospective students and parents to be uncomfortable or feel as if they've been squeezed next to boxes of supplies and pro shop inventory.
  - c. The enrollment conference area should be purposely decorated to be professionally impressive. Display certificates, citations, photographs and/or publicity articles that augment your presentation and promote the success of your school.
  - d. Instead of sitting across a desk from prospects and parents, sit beside or between them, so the discussion and any decisions occur as a group. Otherwise, your presentation may appear as "the school vs. the student."
2. Place the enrollment binder on the table in front of you, following your welcome and any friendly conversation.
  - a. It's contents, as detailed below, should be presented in a logical, brief, easy-to-understand and emotionally powerful manner.
  - b. The progression of information should help to overcome enrollment objections before presenting tuition fees.
  - c. Remember, you want a presentation that focuses on a few major points that are most likely to answer all prospects' questions, and bring them to the closing ready and eager to enroll.
  - d. As you present the information in the binder, listen for positive and negative comments. If prospects respond in the affirmative, with positive statements, then move to the next point quickly, so prospects continue to sell themselves.
  - e. If prospects respond negatively to the questions presented in part 1 of this report or challenge any of your statements, then address those negative responses immediately, so prospects have a positive frame of mind for your next question or presentation point.

### How to Build Your Enrollment Presentation Binder or PowerPoint

The design and layout of your enrollment binder may vary, depending on a number of factors: the various programs and special services you offer and a profile of your target audience of prospects.

**Step #1:** Purchase your binder supplies, which are readily available at any national and locally owned office supply retailers.

# BLACK BELT MANAGEMENT

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MANAGEMENT STRATEGIES FOR THE OWNER AND INSTRUCTOR

- A sturdy, three-ring binder with a plastic sleeve on the cover in which to insert a title page. (Some will also have a plastic sleeve for the spine and back cover as well.) Purchase a binder with pockets on the inside front and back covers.
- Many of the major manufacturers of three-ring binders also offer easel binders, which may be an even better presentation format. An easel binder is placed on your desk, so no one has to stand or sit in an uncomfortable position to see the presentation easily.
- A box of heavyweight, non-glare sheet protectors. Avery® is one of the best brands. Paper and photographs do not stick to the inside surface and you'll find top- and side-loading protectors.

**Step #2:** Be prepared to select art and photographs from your photo archives that will complement and reinforce the messages in your binder. You may want to create the message portion of your binder before you select your photographs and art, so you know exactly what you need; or you may select your photographs as you build your binder.

- Don't hesitate to hire a professional photographer to make sure your enrollment binder will be instantly recognized as a first-class presentation. Your photographs should be of the highest quality possible, in terms of content and the technical aspects of the photo image, such as composition, lighting, etc. The investment in a photographer is worth it when amortized for the hundreds of presentations you expect to make with your enrollment binder.
- In most cases, order 8" x 10" color prints of your photographs, which easily slip into the sheet protectors. If you have the knowledge and computer equipment, create page layouts with two or three appropriate digital photos and very brief titles or captions. Print those pages on a color laser printer for an even better professional look and presentation. If you work with a graphics designer for your marketing program, ask him or her to create these pages. Again, it's worth the investment.
- Photo examples:



- Exterior view of your school entrance and sign.
- Interior view of your school's entry/welcome area.
- Entire staff.
- Regular classroom instruction, including wide views of an instructor and students in line, close-ups of individual students practicing, students in small-group practice, two students sparring, etc. You should have similar groups of photographs in your archive for each type of martial art taught at your school.
- Special events. Always photograph special events, especially those with dignitaries and/or the presentation of citations, awards, etc. from the community. Photograph close-ups of those citations and awards. Show students and parents enjoying the events and any of their specific activities, e.g., safety programs, Halloween, etc.
- Field trips and other remote-location events and programs.
- Your demo team, if you have one.

# BLACK BELT MANAGEMENT

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MANAGEMENT STRATEGIES FOR THE OWNER AND INSTRUCTOR

—Competitions either at the school or at other locations where your students participated, as well as tests and graduations. Students from your school with their trophies or competitive awards, individuals and groups.

- Art examples:

- Full-color school logo.

- Patches and/or stripes, used to signify advancement at your school.

- Unique logos for your Black Belt, Master and/or Leadership programs.

- Logos or patches for your competitive teams.

**Step #3:** Create the cover page.

- The cover page that you slip into the plastic sleeve on the front of your binder must be both informative and make an instant impression of trust, integrity and professionalism.
- To accomplish that, create a cover page that features your school logo prominently, the name of your school (if not part of the logo), and any slogan you've created that is part of your school's identity.
- You may also use a photograph that encapsulates the qualities of your school; that portrays an event or classroom action, which will attract prospects' interests and set a positive tone at the beginning of the presentation.
- Once again, it's worth the investment in professional help. Ask a graphics designer to create a cover page for you, print the design on a color laser printer and slip the page into the binder's cover sleeve.
- Start your presentation with the binder's cover.
- Make a very brief statement that starts to connect the prospect to what you are about to show him or her. You want to create a positive atmosphere with your cover message, something that puts a little charge into the prospect and parents.
- "Johnny and Mrs. Smith, this binder is the story of our school and why so many kids just like you have so much fun and learn so many important

lessons here. I know you will like what you see, Johnny. I see the enthusiasm in your eyes for a new challenge and this binder will answer your questions and show you how to join the fun!"

- If there is a story behind your logo or the photograph you use on the front, then use it as a way to generate interest and enthusiasm, so prospects want to become a part of what they see and you tell them.

**Step #4:** Create and insert the presentation pages.

First, a few words about the Qualifying Questions.

- Although part 1 of this Report recommended that your staff memorize the Qualifying Questions (also included in part 1), you will want to print them and include those pages as part of your binder.
- Those staff members giving enrollment presentations should know the questions well enough, but this report suggests that they be inserted into a specific position in the binder. You may also keep them in one of the binder's pockets for quick reference throughout the presentation.
- When you ask the Qualifying Questions during the presentation is dependent on the exact contents of the binder's pages.

- You may want to create "Qualifying Questions" pages with just the questions that relate to specific points in the presentation, so the questions and answers become part of the natural flow of the presentation.

- Spread the questions throughout the presentation, so the prospect sells himself without realizing it. His answers will reveal to you what to sell him before you reach the close; and he will have been led to the closing with his enthusiasm and positive attitude still intact.

- Asking all the Qualifying Questions at once may seem like an "interrogation" to the prospect, causing him to lose his enthusiasm, become defensive and resistant to the close.

# BLACK BELT MANAGEMENT

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MANAGEMENT STRATEGIES FOR THE OWNER AND INSTRUCTOR

- Page 1, 2 and 3: Welcome Section

- These three pages are a welcoming section that introduces your school, your staff and an example of your school's community involvement.

- Page 1 is a good place for the exterior photograph of your school. Use it as the visual to accompany your short statement about the history of the school, why you opened it and your mission.

- Page 2 is a photograph of your staff. Introduce each of them briefly and their duties at the school. Highlight their training and how that benefits students. Be sure to show the prospect which instructor will be his teacher. Use that to maintain the prospect's interest and enthusiasm.

- Page 3 is a newspaper clipping or photograph that represents your community involvement and recognition by the community. Briefly explain the event or community project. Mention any dignitaries that may have attended and a citation or award the school may have received for its community service. If that award is on the wall in your presentation area, then remove it and allow the prospect, and especially the parent, to hold it and read it.

- A page-three option is a testimonial by a student, with an accompanying photograph that shows him or her participating in class, enjoying the activities, etc. Your graphics designer will be able to create a page three that combines all of these elements: a photo of your community event and a photo of a participating student and his testimonial.

- Pages 4, 5, 6 and 7: Program Benefits

- The number of pages in this section will depend on the number of distinct programs at your school and if you include Qualifying Questions pages.

- Each page in this section highlights the benefits of a particular program. For example, preschoolers receive different benefits or

different levels of a benefit than an adult fitness kickboxing student.

- A benefit statement for a preschooler could be "improved discipline."

- A benefit statement for an adult fitness kickboxing student could be "reduced weight and body toning."

- "Healthy physical activity" is a benefit statement for both types of students.

- You only need only four or five benefit statements per program. Use the best ones, not necessarily all of them because the prospect and parent are only able to remember so many.

- Ask your graphics designer to create a page with a photo of a typical student in the specific program and the short list of benefit statements. Make sure the text is in large type, so it is easily seen.

- Present only the page of benefits that matches your prospect. Obviously, a preschooler will not benefit from your adult fitness kickboxing program; and an adult will not benefit from your preschool program. That said; however, don't hesitate to tell the prospect and parent about your other programs, but very briefly. You don't want to interrupt the presentation's flow and a child's enthusiasm by spending too much time explaining an adult program. Parents may become prospects for your adult programs and adult prospects may have children or know children who would benefit from your preschool program.

- Often, it's smart to repeat the benefit statements at the end of your presentation just before the close and the discussion of fees.

- Pages 8, 9 and 10: Special Attractions

- Insert photographs of special events, your demo team, competition, etc. in these pages that will help to motivate and excite the prospect about the many opportunities to participate and excel at your school.

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# BLACK BELT MANAGEMENT

MANAGEMENT STRATEGIES FOR THE OWNER AND INSTRUCTOR

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- Describe each photograph very briefly. Move the binder closer to the prospect and parent, so they are able to see the details of each photo.
  - Pages 11 and 12: Qualifying Questions
    - Insert the Qualifying Questions on these pages, if you want them in one place in your presentation binder.
  - Page 13, 14, 15 and 16: Prices, Fees and Payment Options
    - Before proceeding to these pages, you should have asked the Qualifying Questions and discussed the prospect's answers. You should also address any of the prospect's enrollment objections.
    - Use these pages to present fees, tuitions and other costs of enrollment.
    - Insert one program's prices on each page, so you can present just the pricing page that matches with the prospect.
    - Place a price sheet for children's programs on one page. You may also want to separate that information onto separate pages, e.g., preschoolers, juniors, teens, etc.
    - Other pages could display prices for your adult membership, fitness kickboxing and family plans. Ask your graphics designer to create pricing pages with motivating images from your school's programs.
    - The number of pages will depend on the number of programs in your curriculum.
    - Calculate and present all pricing options, combo packages, variations and special offers on your pricing pages, so it is unnecessary to use a calculator during your presentation.
  - Page 17: Enrollment Checklist
    - Create and insert an enrollment checklist on this page.
    - Start by congratulating your new student, once the prospect has agreed to enroll and selected a payment method.
  - Review all of the student's enrollment information with the enrollment checklist, which may include:
    - Complete student contact information, including parents' employment contact information.
    - Program selected; instructor's name.
    - Class schedule.
    - Advancement schedule.
    - Special events.
    - Payment schedule.
- Step #5:** Review your binder regularly to update messages and images.
- Keep the contents of your enrollment fresh and exciting. As your school changes and grows, replace photographs and messages, accordingly.
  - Schedule and conduct refresher-training sessions for your staff every time you change and/or update your binder.
- Please consider the steps and details presented in this Black Belt Management Report as guidelines. The contents and use of your enrollment presentation binder must be "customized" for your school's mission, programs and enrollment goals. Experiment with different messages, images and presentation order to determine what works best for your school.