

# **NAPMA Leadership Conference**

## **Washington DC**

### **May 2015**

#### **Day 1: Take-aways from Master Smith's Mile High Karate School**

- From first contact, your conversation needs to revolve around getting to black belt & beyond
- NEED to focus on prep/pre-frame at all times
- Put students through a trial program!
- Be investing into our students' emotional bank account
- All events should fit a specific purpose; careful not to cross-purpose
  - Referral (buddy)
  - Pre-framing (skill)
  - Building (retention)
- NEED to add more rewards!!!

#### **Session #1 Renewals/Upgrades**

- Mile High example: Shoot for 50% upgrade by 1st belt test. 50% of the rest upgrade by 2nd belt. (75% total)

BASIC (starting price point)

BLACK BELT CLUB (halfway between)

LEADERSHIP (Double the Basic price)

"We are launching a new program (insert the value/benefits here). It will have a new price point, but since you're a current member, we will grandfather you in at the current price."

\*What sells it?

- 1) Benefits
- 2) The way you sell it

\*It's so important to put them through a trial program!

i.e.: Do 2nd intro

\*Prep & Pre-frame

- Make sure your program value matches the price. Robust value!
- What you're selling is your personality & your personal interest in their child. They don't value perfect form, etc.
- In order to upgrade, you first need to get the student's and parent's excitement up! Have a recent, specific accomplishment.
- People will pick the better program - if you explain the benefits well.

## THE CHALLENGES = PRICE or COMMITMENT

- Within first 2 months - discount their price
- GM Jeff Smith offers 1 free year, after 60 month commitment
- Everything needs to have a reward system to give them incentive to keep striving
- The “medal” at belt testing is what motivates the kids! Trophy for kid with most medals at belt test. Present it in front of others for Recognition!!!!

## THE DECISION:

- Price Objection:
  - Normally \$1000 down. For you today, \$500
  - Normally \$395 down. For you today, \$325
  - Normally 72 months. For you today, 60 months
  - “if your child sticks with it to black belt, they will obtain lifelong benefits they can’t get anywhere else.”

### 1) “I can’t afford it”

- What can’t you afford? The down payment or the monthly tuition?
  - “Down payment is too much” -
- How much can you do now? When can you have the rest? (Don’t suggest a price or a date for payment. Listen to them! Let them make the suggestion)
  - “Monthly is too much” -
- We were going to give you a free year. How about we spread the payments over those last 12 months? (Reduces monthly tuition rate)
- WE WANT THEIR COMMITMENT!

### 2) “Not ready to commit”

- Let’s enroll you and then revisit in 1 month. I can put a clause in your agreement to say if this isn’t the best decision for your child, we will cancel your membership and refund your down payment.

## PRE-FRAMING:

- You never want to pull them into the “sales office” until they are so excited about the program that they are begging for it!
- From first contact, your conversation needs to revolve around getting to black belt and beyond.
- 2 month trial, “to get you committed to black belt”
  - (Check out enrollment Bootcamp - on Napma website)
- Hold their hand that entire 8 weeks. Give them lots of rewards!
- All handouts are on [milehighblackbelt.com](http://milehighblackbelt.com). They go into student folder
- Folder appointment scheduled after they sign the paper.
- Emotional Bank Account: Have to build it up before you make a withdrawal! (Peer recognition, tangible rewards, etc)
  - Have your leadership students manage the folders (look through, attach stripes, give back to instructor for end of class recognition)

## Session #2 More Renewal/Upgrade Training

### MARKETING:

- On the NAPMA website, you can look through the artwork and even order bandit signs, etc. Orders can be photo customized.
  - Use Call Loop!!! (Works well with AWeber)
  - Tweak our auto-responders
    - text
    - email
    - vmail
    - direct mail
- The *method* of contact is based on your *relationship* with them.
- 3D Mail/Lumpy Mail --- Be choosy about who you sent it to! ie: the person who “raised their hand” by checking a box, etc. ie: Someone getting ready to renew/upgrade

### GROUPON:

- Give them logic for enrolling right away...not waiting
- On NAPMA website: A-Z Sales Bootcamp. About 20 hrs worth of content from info call to renewal

### LEADERSHIP READING:

- \*Psychology Winning (10 chapters)
- \* What to Say When You Talk To Yourself
- \* Influence: Science & Practice, Robert Chiald

### RENEWALS/UPGRADES:

*\*Every single one of these steps must be **scheduled** appointments*

- 1) Enroll (and immediately set next appt)
- 2) Folder appt w/ 5 sheets
  - 5 hw sheets
  - folder returned over lesson 4-8
  - attend regularly
  - engaged
- 3) Invite to preview LC class - 15min (set appt with instructor, confirm)
- 4) DVD w/ movie bucket (activities, testimonials) - “return by;” 2nd preview class, set appt for ninja, explain they will bring a gift bag, paperwork to fill out, to bring to next class)
- 5) \*\*Ninja brings Leadership application to be filled out (set appt to preview another class, and return app)
- 6) 3rd preview class (during class, review app, determine if they are ready to set enrollment conference, or set another preview class if needed)
- 7) Preview class if needed
- 8) Enrollment conference

\*Set up auto responder emails to be sent out each week, explaining pieces of the process all the way through DVD bucket, but doesn't replace personal conversation!

### \*\*Ninja Special Delivery to Home:

- bring bag with logo and filled with tshirt/water bottle/car magnet; letter stating that they've qualified to join Black Belt Club

- SPECIAL EVENTS: 1) Referral (Buddy)  
2) Pre-framing (Skill)  
3) 3) Building Retention (Fun)

◁ \*Be careful not to cross-purpose  
\*Reason should never be just to make money on that event!

## Session #3 More Renewal/Upgrade Training

### OBJECTIONS:

- 1) Time
  - 2) Schedule Conflict
- If we are receiving objections, it means we aren't explaining the *value* well enough
  - It means we aren't explaining *schedule flexibility* well enough
    - Say "No problem" before coming back with another response!
    - ie: They want to wait another belt? "No problem," then open folder and point out how the child has been progressing, and what a benefit it will be for them to commit to longer term training...
    - ie: "Oh absolutely! So, just to clarify my thinking...you said you'll be living in the area for awhile, right?" (Or focus on another point, relevant to the argument)
    - ie: They need to talk it over... "Absolutely! Why don't you take a few minutes right now and talk it over...?" (Step out of the room for a few minutes)

### STAFF TRAINING:

- We NEED to learn how to overcome objections! ("How to Master the Art of Selling")

### TIME MANAGEMENT:

\*Your main objective should be:

- #1 Make Money!
- #2 Minimum Headache!
- #3 Be Happy!

\*Do things the simple, easy, cheap way. Especially SIMPLE

- Keep it simple. Everything that takes mental energy, figure out a way to simplify!
- "Failures find stuff to do"
  - busy with irrelevant things
- "Successful people do"
  - create new students
  - create upgrades
  - improving student retention ("Everything I Wish I Knew at 22")

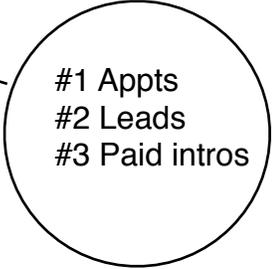
- 1) Make sure you make a powerful, life-changing experience for your students!
- 2) Make sure you have a powerful, ethical relationship with community businesses

### RETENTION:

- Marketing is very valuable, but the #1 thing you can do is keep retention!!!
- If you aren't losing students, all your new enrollments translate to greater revenue!
- How do you accomplish good retention?
  - Hire people who are nice
  - Show sincerity outwardly

REFERRAL SYSTEMS:

- \* Need a Reward for student bringing a buddy
  - For bringing a friend
  - For enrolling
- Some referrals come from bringing sibling/friend to class
- Most referrals will come from an event!
- \* Need a Reason to bring a buddy

	INSIDE EVENT	OUTSIDE EVENT
1 FRIEND	*Buddy Day *Holiday Event *Parent Night Out *Belt Promotion *Seminar *Movie Night/Ninja Night *Ladies Self-Defense Night	
MANY FRIENDS	*BDay Party *Pizza Party *Student of the Month Pizza Party	*Show & Tell *Straight A's Pizza party at student's classroom *Festival 

- Your best referrals will come from BEGINNERS!
- Ask them during phone call when you are scheduling their intro

Whatever the event:

\*Before Event -- Pre Call (CTE: Call, Text Email) directions, explain the benefits, **for safety purposes it's required that parent check them in; (for bdays) "Every guest will get a gift from Johnny of 1 free month plus free uniform. When would you like to schedule first class?"**

\*Beginning -- Check In, again ask for safety (both parents & permission slip) and Appt (confirm time, reschedule if needed, "that's ok, when you pick up, we'll figure out a time that works for you"), Say "Don't forget, after the event, you must check your child out"

\*During: Sell from the floor! Walk around w/ clipboard & ask parents for appts

\*End -- Check Out, Prize (DNA Kit); ask for the appt *before* they get the prize

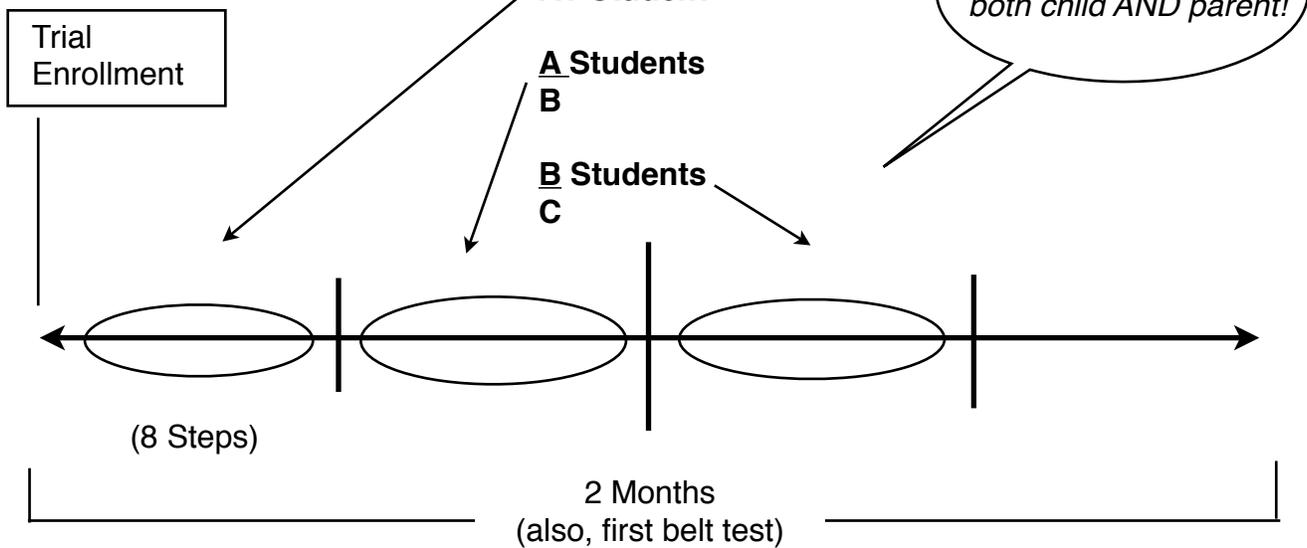
\*After -- Don't want to do appt? Follow up with Post Call (CTE)

↑ *\*\*This is where we went wrong with school flyers...for weeks before event, we should have gone into the school for assembly, PE Teacher, sent each student a bulky gift that stands out, instead of a flyer...*

- For show and tell, put a sticker on their arm to advertise an event happening at your school within 48 hrs.

## Session #2 Renewal/Upgrade Conversation Tips

ROTATING PROCESS:



\*Rotate your events/tools 3 times per year (4 month chunks)

TOOLS/EVENTS

\*All these need to be present throughout each 8 week process:

<p><u>TOOLS</u> - (Cycle these forever)</p> <ul style="list-style-type: none"> <li>*goal setting essays</li> <li>*testimonials</li> <li>*PR releases to parents</li> <li>*community service examples among BBClub &amp; Leadership students</li> </ul>	<p><u>EVENTS</u> - (One each per month)</p> <ul style="list-style-type: none"> <li>*referral events</li> <li>*renewal events</li> <li>*glo-chuck followed by pep rally to renew</li> <li>*have to happen often enough to excite students to train to black belt!</li> </ul>
<p><u>CLASSROOM CONVERSATION</u> -</p> <ul style="list-style-type: none"> <li>*example: goal setting - 1st week of each month, etc.</li> <li>*rotate the topics, to make it easier</li> </ul>	<p><u>INDIVIDUAL RENEWAL STEPS</u> -</p> <p>(These are sequential, while the other boxes are rotating)</p>

*\*Really NEED to strategically plan out each 2 month window, then we can just repeat!*

## ROTATING EVENTS:

- Renewal event like Black Belt Extravaganza, glo-chuck workshop, etc.
- Belt Promotion Ceremony
- Buddy Day
- A postcard - have a couple designs & rotate through a different one each month

## GRANDFATHERING CURRENT STUDENTS:

\*Criteria for qualifying for BBClub or Leadership Club:

- Aptitude
- Attitude
- NOT Athletic ability

\*Each month, offer a scholarship to your best 5 students. This will change the ration in a quick amount of time! The student has to “pay it back” once they get to Black Belt (*it benefits us best if they are black belt*) by assistant teaching a certain amount of classes. ie: Figure out the number of classes by dividing their scholarship by \$10/hour. If they fail to assistant teach, the scholarship is void and they have to pay it back in \$.

Month 1 100% Scholarship

Month 2 75% Scholarship

Month 3 50% Scholarship

Month 4 25% Scholarship

- Explain to parents that leaders are *developed*. They are not just born.
- The difference between each of our programs needs to be very clear in our mind when we are explaining them to parents. You have to know WHY you're excited about it and why you would want *your* kid in it.
- Whatever people see others doing--that's what they are going to do too!
- When a member joins, remember to present it publicly! Others will see this and join the bandwagon!
- In the process, you are building up your bench strength! Future paid instructors are being developed.
- Ask parent for testimonial immediately upon renewal/upgrade, because it's most valuable when it's HOT
- Treat renewals like Intros
  - set appointments
  - confirmation calls
- Classes need to be goal-structured, not time structured

#### MISCELLANEOUS IDEAS:

- Add a "Free BDay Party" in folder when they enroll
- Board Breaking Seminar
- "Parents Train With Kids" Day
- NEED to schedule enrollment conferences for Groupon/Intro/Upgrade!
- NEED to track numbers better!!!
- Sky High trampoline special event?
- Have high school media club create our orientation video?
- Ask Leadership kids to stay after/come early to help in a ninja class
- SELLING IS DONE FROM THE FLOOR!!! (Applies to upgrades)
- OBJECTIONS: Anything that you can handle BEFORE you talk money, is easier to handle
- BDAY PARTY -- Entire time, expect perfect discipline! \*45 minute skill \*45 minute cake (during this time, walk around clip board & ask parents for appts) \*15 minute board breaking in front of parents (You want parents to see that it's a \$300 activity!)
- **Maintain the attitude that we don't negotiate price, but we can adjust terms**
  - stretch payments across free year
  - stair step up to the upgraded price (ask them when they foresee their situation changing)
- We cannot survive on just enrollments. We need to bring in upgrades!

#### READING LIST:

- "How to Master the Art of Selling" Tom Hopkins
- "First Five California" objections/answers for young learning
- "Everything I Wish I Knew At 22" Master Olive
- "7 Habits of Highly Effective People"