

7 Steps

To Creating (or Enhancing)

A Successful Lesson
Program

Step One:
Interview Your Customer





The Interview

Don't just answer questions . . .
Ask them!



The Interview

Avoid rattling off prices & policies



The Interview

Ask for the sale

Step Two: Schedule a Personalized Appointment



The Appointment (LRA)



If the customer is in your store,
conduct the appointment immediately.

(Never ask them to come back later)

The Appointment (LRA)



If the customer is on the phone, schedule the appointment at their convenience.

*(Politely **insist** on a face-to-face meeting)*

The Appointment (LRA)



Continue the interview.

The Appointment (LRA)



Explain your program.

Step Three: Give The Customer Choices





Choices

Offer more than one way to enroll.



Choices

- Weekly Recurring
- Floating



Choices

Explain the **main** difference



Choices

Ask for a decision:

How would you like to enroll?



Choices Summary

- ✓ Offer choices in enrollment
- ✓ Explain basic differences
- ✓ Get a decision

Step Four:
Establish Administrative Practices



HOUSE ACCOUNT



Administrative Practices



HOUSE ACCOUNT

Require automatic payment



Administrative Practices



HOUSE ACCOUNT

Establish customer house accounts

Step Five:
Explain Customer Benefits



Benefits



Knowledgeable & experienced
instructors

Benefits



Customized goal plans

Benefits



Lessons that begin & end on time

Benefits



Performance opportunities

Benefits



Referral Programs
Family discounts
Other incentives

Step Six: Get A Signed Agreement





Agreement

Outlines what was discussed
in the LRA



Agreement

Include clearly stated policies &
important dates

Step Seven: Follow Up



Step Seven:
Follow Up



Make personalized phone calls

Step Seven:
Follow Up



Send ongoing communication

Step Seven:
Follow Up



Continue personalized calls
every six months

Summary

