

**NAMM<sup>®</sup> | U**



Grow Your Business

# **6 WAYS TO BOOST YOUR RENTALS, COMMUNICATION, AND CASH FLOW**

**WITH FRANK PAMPENELLA**





# 1. GAINING TRUST WITH DIRECTORS

**“It’s not for me baby”**



- **IT'S NOT ABOUT YOU**



- **Their students are visiting your store**



- **Find out the teacher's specifications on instruments and supplies**



## 2. COMMUNICATING THE DIRECTOR'S NEEDS

<u>SCHOOL NAME</u>	<u>Band</u>	<u>Dist</u>	<u>Director</u>
Ferson Creek	O	303	Rachel Saldana
Field Park	B	101W	Dawn Fiebrandt
Field Park	O	101W	Stacey Turner
Fischer MS	B&O	204	Silverstone
Forest Hills	B	101W	Dawn Fiebrandt
Forest Hills	O	101W	Stacey Turner
Forest Park Middle	B	91	Robert Kelly
Forest Road	B	102	Jason Lyons
Forest Road	O	102	Tom Culver
Fox Ridge	B	303	Michele Oswald
Fox Ridge	O	303	Rita Borkowski

- **ASK FOR SCHOOL NAME, DISTRICT, OR DIRECTOR**

308	Y	Y	Y		Y		Y		Y		Y		Y		Y		ADAMS
203	Y	Y	Y		Y		Y										
303	Y	Y	Y		Y		Y										Y
303	Y																
Gula	Y	Y	Y		N		Y										
P																	
429	Y	Y	Y		Y		Y										
200	Y	Y	Y														
131	Y	Y	Y		Y		Y										Y
53	Y	Y	Y		Y		Y										
53	Y	Y	Y		Y		Y			Y	Y	Y	Y				
CPS																	

EE BK 1 #00862572 \$10.81 w/tax  
 RR10AS2 -30.30  
 -----  
 Takes (3) RR#2 reeds  
 Brands: Selmer/Yam/Vito

• **BRAND PREFERENCE**

<u>SCHOOL NAME</u>	<u>Band</u>	<u>Dist</u>	<u>Book</u>
Thompson	O	303	Essential Elements
Thompson	B	308	Traditions of Excellence
Thurgood Marshall	B	88	Standard of Excellence
Timber Ridge	B	202	Essential Elements
Traughber Jr. High	B	308	Traditions of Excellence
Waldo MS	B	131	Yamaha Advantage Primer
Walker's Grove	B	202	Essential Elements & Master Theory
Wasco	B	303	Yamaha Advantage Primer
Wasco	O	303	Essential Elements
Washington	B&O	86	Traditions of Excellence
Washington	B	89	Yamaha Advantage Primer

- METHOD BOOK**

Band	Dist	Stand	FL	CL	B CL	Oboe	BSN	Sax	TSax	Cor	Trpt	FrHrn	Bari	Bone	Tuba
B	P	N	Y	Y		Y		Y							
B	MOTM	N	Y	Y		Y		Y							
B	P	Y	Y	Y		Y		Y							
B	308	Y	Y	Y		Y		Y							
B&O	200	Y	Y	Y											
B&O	203	Y	Y	Y		Y		Y							
B	209														
B&O	203	Y	Y	Y		Y		Y							
B	P	Y	Y	Y		Y		Y							
B	MOTM	N	Y	Y		Y		Y							
B	Gula	Y	Y	Y		N		Y							
B	303	Y	Y	Y		Y		Y							

Student needs to have:

#2 reeds -RR10AS2 - 30.30

reedguard for 4- RG4Clas - \$5.40

swab #HASSBK for \$12.98

Woodwind Mth Pc Brush - V1021-  
\$2.17

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Brands: Yam/selmer

Yamaha Mthpc

Padded neck strap that closes

Reeds RR #2

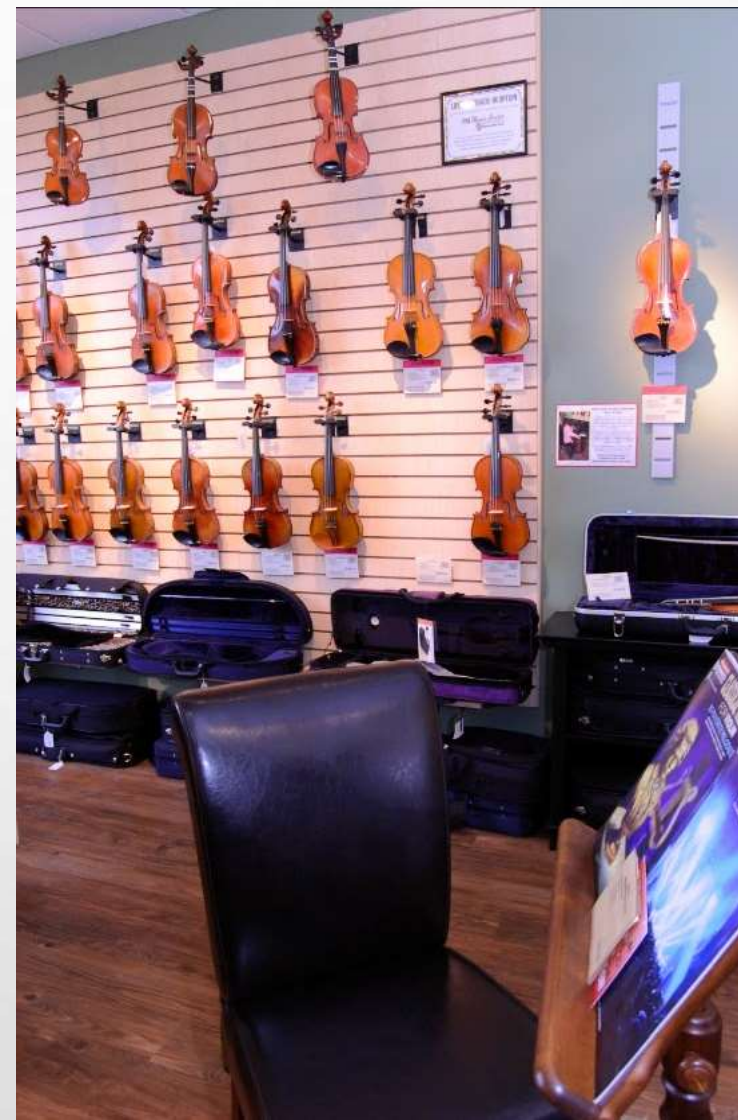
- STRENGTH OF REED**

FrHrn	Bari	Bone	Tuba	Bells	Drum	Combo	Strgs	2015 Same Page
							Y	E2000 STRGS DR#1
Y	Y	Y		Y				Vln Bk code #00868049-\$10.81 tx inc
Y	Y	Y				Y		VA Bk code #00868050- \$10.81 tx inc
Y	Y	Y				Y		CO Bk code #00868051- \$10.81 tx inc
Y	Y	Y						Bass Bk code #00868052- \$10.81 tx inc
Y	Y	Y		ADAMS				-----
	Y	Y				Y		
Y	Y	Y				Y	Y	Basses to be taped G, A, B C#D (G string notes)
								POLY PAD shoulder rests
								NO pitch pipes
Y	Y	Y				Y	Y	Put all shoulder rests for each school in separate bags.
Y	Y	Y				Y		Remove all bows from beginners cases and put in separate
Y	Y	Y			Y			bag for each school with students name on each bow. Tape
N	N	Y			Y			all bows

- SET UP PREFERENCES**



- **CREATING CREDIBILITY**



- **CREATING CREDIBILITY**



### **3. CUSTOMER NOTES**

Add/Change Customer -- Edit Customer

John Smith      61252      Balance      0.00      Navigation Order      Account#

1 Name    2 Personal    3 Billing    4 Notes    5 Mailing    6 active-e    7 Image    8 Emails

Customer Notes

12/14/2015 Mon 8:36p CLF customer called about trumpet rental

Popup Notes

Save    Cancel    Print Label     Print Acct#    Delete    Add    Exit

Find    Next    Previous    Top    Bottom

# 3. CUSTOMER NOTES



**And that's why you always leave a note!**



## 4. TASK LIST FOR EDUCATIONAL REPRESENTATIVE

Contact Management



Contact 88 Lincoln Tuesday

John Smith

Reff# 28902

Group All Groups

General Customer

Date 12/07/2015 00:00

Action General Information

Close Date // ::

Closed

Employee RI

Date 12/07/2015 12:55 PM

Popup

Color Default

Attach

Sarah Smith/ Student

12/07/2015 Thu 12:56p CLF Tag and deliver loaner trumpet for Sarah. Pick up her trumpet for repair serial number 64596. The third valve is dented and is causing it to stick per Director.

12/07/2015 Thu 1:43p LO Tagged loaner trumpet serial number 89726. On Randy's Tuesday shelf for this weeks delivery.

12/08/2015 Thu 8:15p RI Dropped off trumpet loaner. Did not pick up their trumpet repair.

Print

Delete

Exit

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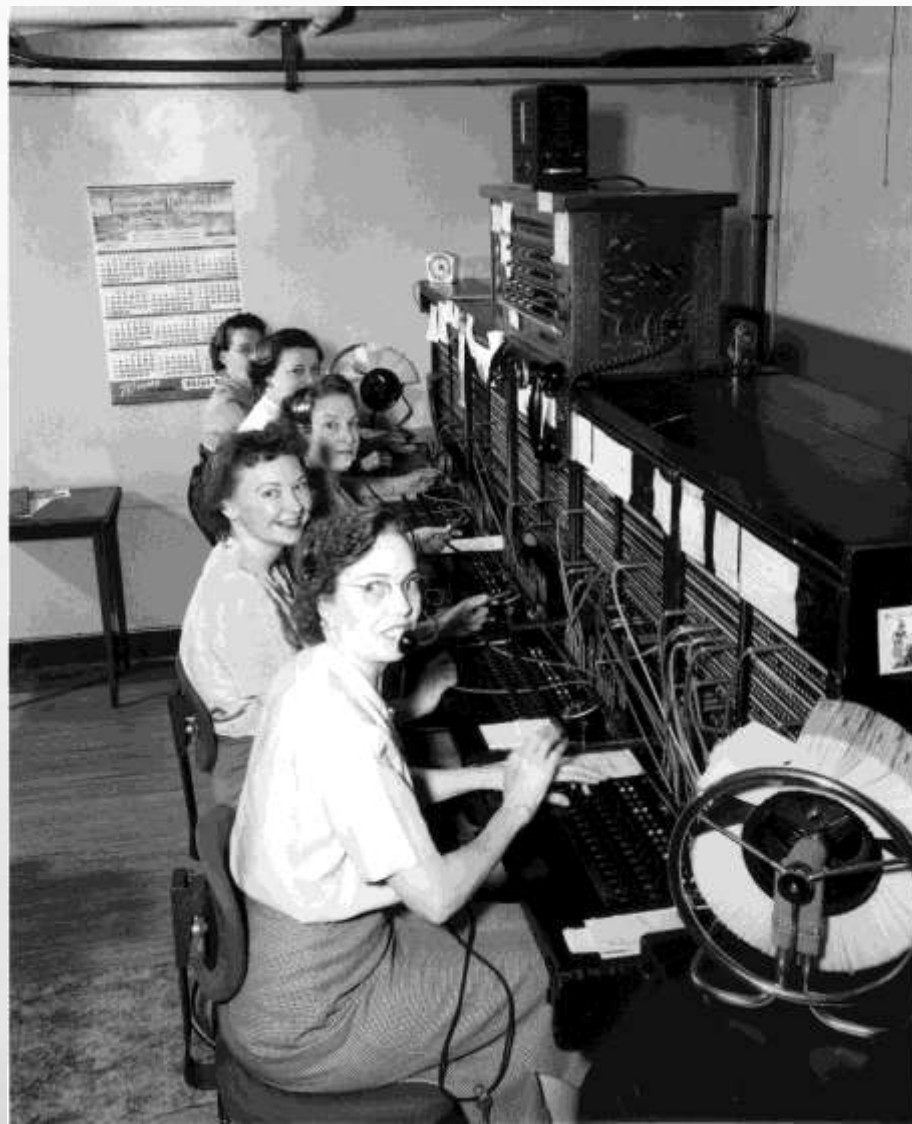
Exit



**5. USE MEETINGS TO ENHANCE CUSTOMER SERVICE**



**6. BETTER CASH FLOW USING AUTO PAY AND AUTO CALLS**



**AUTOMATED CALLS**

- 1. 1<sup>st</sup> Monday of the month send out email on expiration dates.**
- 2. Each Monday send out 1<sup>st</sup> late email and automated phone call.**
- 3. Each Thursday send out 2<sup>nd</sup> email and automated phone call.**
- 4. After completing steps 1-3 send 1<sup>st</sup> letter with email.**

**AUTOMATED CALLS**

**5. Send out 2<sup>nd</sup> letter and payment slips.**

**6. Then go back to personal phone calls and emails.**

**7. If steps 1-6 did not work then send the customer to interim collection agency.**

**8. If all other steps have failed, send the customer to official collection agency.**

**AUTOMATED CALLS**

- 1. Gain Trust with Directors.**
- 2. Communicating Directors' needs to your staff  
And create credibility in your store.**
- 3. Use customer notes to keep staff on the same page.**
- 4. Have a task list for your road reps.**
- 5. Use all store meetings to enhance customer  
service.**
- 6. Increase cash flow with auto pays and  
automated calls.**

## **Summary**



You stay classy Anaheim