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Grow Your Business

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Grow Your Business

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5

i'll share my top 5 list of simple low-cost tactics to grow your business

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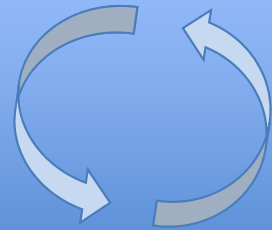


Grow Your Business

engaging
the market



retaining
customers



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engaging the market: MEDIA



“pitch before you pay”



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engaging the market: GRASSROOTS



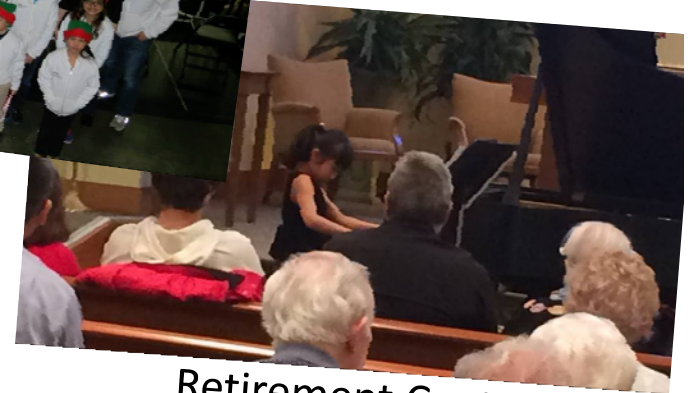
Mall Singing Competition



Hockey Game



Funfest



Retirement Center



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engaging the market: REFERRAL

Refer a Friend and You'll Both Save \$50





Share the Music Share the Fun!
Refer a Friend and You'll Both Save \$50 on Tuition

If your child enjoys Wheaton Yamaha Music School, spread the joy – invite friends and relatives to enroll. When they join a class or sign up for private lessons, each of you will save \$50 on tuition – and you'll help bring music and fun into someone's life. Simply fill in the "About You" information below and ask your friend to complete their section and hand in the card at the time of enrollment. There's no limit to the amount of people you can refer, just fill out a separate card for each one.



About You

Your Name _____ Your Child's Name _____
 Email Address _____ Phone _____

About The Friend You're Referring

Parent Name _____ Child's Name _____
 Email Address _____ Phone _____

Wheaton Yamaha Music School, 935 W. Liberty Drive, Wheaton, IL 60187 • (630) 682-1334

RULES This program awards a referring family \$50 tuition credit for each new student who enrolls in Wheaton Yamaha Music School. (No cash value.) Each referred student also receives a \$50 tuition credit. Tuition credits will be applied to the first tuition period after the new student's enrollment. This referral card must be turned in to the front desk prior to the new student's first lesson. Referral credits cannot be applied retroactively. Referral credits are available only to families referring new students enrolling at Wheaton Yamaha Music School and does not apply to returning or advancing students. Referrals cannot be applied to multiple children within the same family/household. This offer is applicable only at time of initial enrollment. This offer cannot be combined with other offers. This program is valid for referrals made from September 1, 2017 - December 31, 2018.





engaging the market: COMMUNITY PARTNERSHIPS



YMCA



HOME SCHOOL



BOYS & GIRLS CLUB



AFTER SCHOOL TUTORING



GIRL / BOY SCOUTS



LITTLE GYM



CITY SPORTS PROGRAMS



MARTIAL ARTS



GYMNASICS ACADEMY



BOYS & GIRLS CLUB



ART FRANCHISE



GIRL / BOY SCOUTS



PARKS & REC DEPT



SPA/FITNESS GYMS



COMMUNITY CENTERS



DANCE SCHOOL

engaging your customers: PERCEPTION



“ The customer’s perception
is your reality. ”

Kate Zabriskie

engaging your customers: **OTHER MARKET CHOICES**

COMPETITOR	STRENGTH	WEAKNESS	DIFFERENTIATION
COMPETITOR 1			
COMPETITOR 2			
COMPETITOR 3			
COMPETITOR 4			
COMPETITOR 5			

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engaging your customers: SALES SYSTEM

what do
you solve?



Welcome to our school! Please tell us about yourself:

Name _____
Phone _____
Email _____
Street Address _____
City, State, Zip _____

We offer adult lessons as well as programs for children. If you are here for your child, please tell us more about him/her:

Childs Name & Date of Birth _____
Childs gender (circle one): M F

Your education is important to us. Please tell us which goals are important to you:

- Develop proficiency on an instrument
- Build confidence through public performance
- Participate in a small group experience
- Improve communication skills
- Have fun with music
- Acquire a better sense of self-expression and creativity
- Improve focus
- Gain an appreciation for music
- Enhance cognitive abilities

Thank you for taking a moment to share your goal. Now lets find the Yamaha Music program that is right for you.

retaining your customers: PERCEPTION

How do customers see us





retaining your customers: PERCEPTION

CUSTOMER SURVEYS

what questions would you ask?

to whom?

when?

how?





retaining your customers: PERCEPTION

USING A NET PROMOTER SCORE

“On a scale of 1-10 (highest), how likely are to promote our business to a friend?”

0-6 are DETRACTORS

7 or 8 are PASSIVES

9 or 10 are PROMOTERS



retaining your customers: PERCEPTION

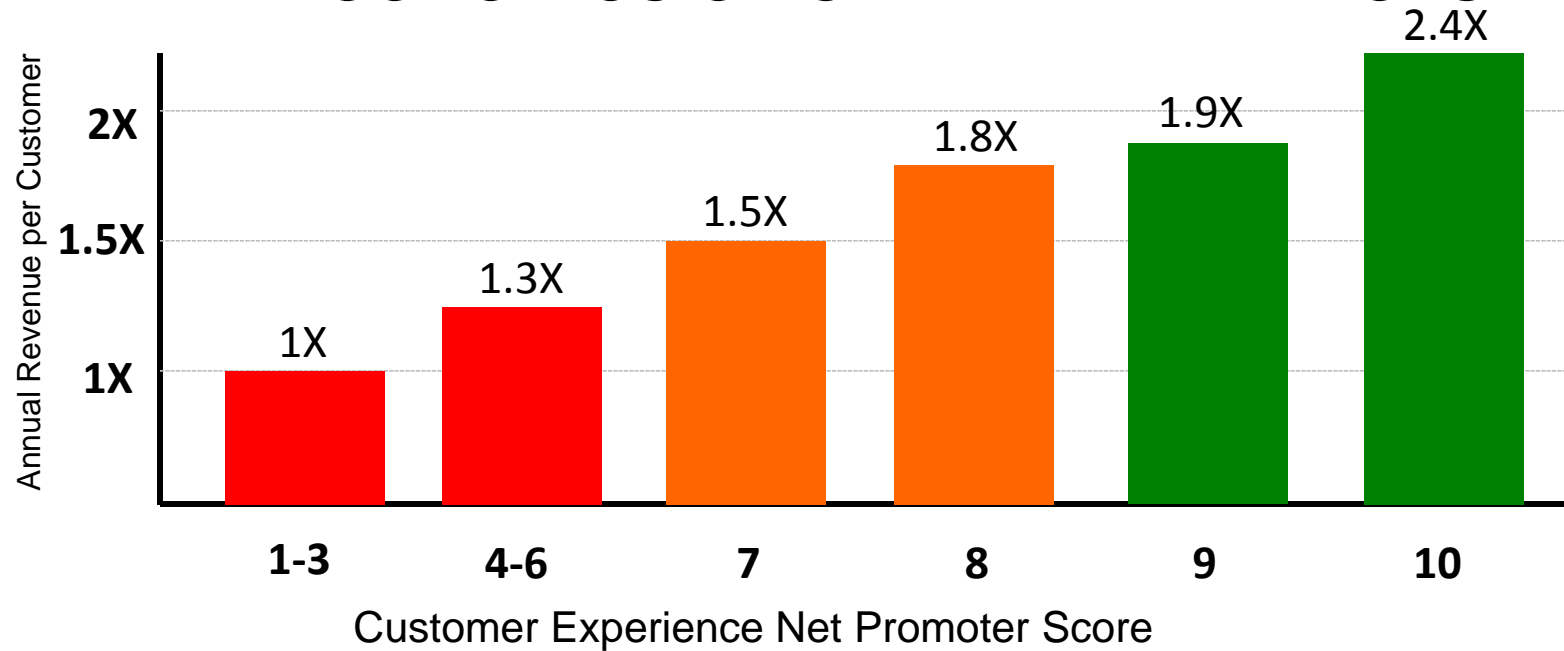
- Subtract % of Detractors
from the % of Promoters

Passives count towards the total number of respondents,
but do not directly affect the overall net score

EX: 100 SURVEYED
RESULTS = 5%, 15%, 80%
NPS = 75

retaining your customers: PERCEPTION

THE ECONOMICS OF GREAT EXPERIENCES



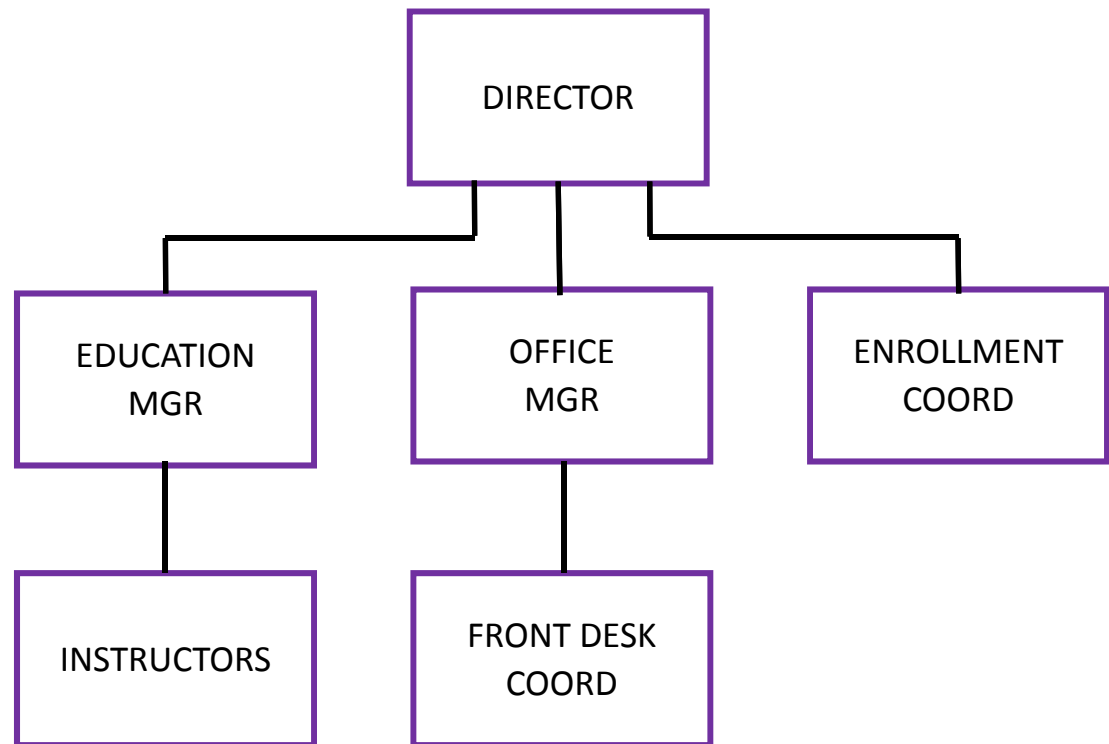
Source: Medallia research, "The Value of Customer Experience Quantified." Harvard Business Review 2014

retaining your customers: **BUILDING THE ORGANIZATION TEAM**



retaining your customers: BUILDING THE ORGANIZATION TEAM

...the right
people in the
right role...



what do you think...



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