



# How to Increase Your Sales With Music Lessons

**By Pete Gamber NAMM 2018**



## How to Increase Your Sales With Music Lessons

- Do you assume sales will increase automatically due to having music lessons?
- Your music lesson students spend more time in your lesson rooms than in your retail sales area.
- Create sales by marketing your products via your lesson rooms using a strategic plan.
- Implement this plan to sell excess product from 2017.
- Use this plan in conjunction with your product purchases at The NAMM Show, and create more sales in 2018.



# Where Are Your Students Spending Their Time?

Do your students hang out, checking out gear?

Students get dropped off, zip into their lesson and then hustle out after the lesson into a waiting parent's car.

Do you have a separate entrance into your music lesson facility and your students don't even walk into your retail sales area?!

**Not Here!**

**Not Here!**





Take your products to where your students and teachers are spending the most time

**Your Music  
Lesson Rooms**



- Does your staff engage with your students about new gear coming in?
- Do they just treat them as "he/she is here for a music lesson"?
- Do they even know who they are?



## Outfit Your Lesson Rooms With Upgraded Gear:

- Most music retailers put entry-level gear in lesson rooms. Even worse, it's worn-out, out-of-date, entry-level gear!
- Most of your students own an entry-level guitar, drum kit, cymbals, amplifier, keyboard and band instrument.
- Get rid of the entry-level gear — put in gear that turns your students onto what you sell!
- Let your students play on gear better than what they own!



What  
Message  
About What  
You Sell Does  
This Setup  
Send?



## Drum Lesson Room:

Intermediate to Advanced  
Acoustic Drum Kit

- Upgraded Cymbals
- Upgraded Drum Pedal
- 2nd Snare Drum
- Deluxe Drum Throne
- Cowbell (Aux. Percussion Items)



## Guitar / Bass Lesson Room:

- Advanced Combo Guitar Amp(s)
- Advanced Bass Amp
- Acoustic Guitar Amp
- Pedal Board With effects
- Deluxe Guitar Stands



## Piano / Voice Lesson Room

- Upgraded Digital Piano
- Deluxe Piano Bench
- Microphone With Stand
- Self-Contained P.A. System
- Vocal Processor
- Synth With Keyboard Amp





# Get Your Teachers On-Board!

- Talk to your teachers about this project.
- Make them part of this. Get their input!
- Tell them why you're doing this.
- If your music teachers are on-board, this will be successful.
- Ask them to let you know of any products that are in the room that need attention or are not functioning.
- Non-working product will not help you sell product!



## Keep It Fresh!!

### The "Two Week" Rule.

*"Never keep the same gear more than two weeks in your lesson rooms!"*



## "Never Thought About" Gear:

Place product in your music lesson rooms that students might not have thought about or even knew that you stocked it.

Synth in the Piano Lesson room?

Electric violin and amplifier in the String Lesson Room?

Even cowbells are cool (everyone wants "More Cowbell!").

Be creative!

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# 'Ukulele Sizes



Soprano



Pineapple



Concert



Tenor



Baritone

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## What's the Student Special Price?

- Sell It - Don't Save It!
- That's why you put it in the lesson room!
- Have this product priced with a special price tag for your students.
- If they are enjoying playing it, make the price attractive to buy it!



## Work With Your Suppliers:

Talk to your suppliers to be part of this concept.

Ask for extra dating or pricing on these lesson room demo products.

What product literature can they supply to tie into the product you're placing in your lesson rooms?

Use them as partners in this project. What input can they supply?



## "New From NAMM!" Gear:

- What new gear did you get at this year's NAMM Show?
- Have a "**New from NAMM Show**" format in your lesson rooms.
- Same goes for new gear from vendor "XYZ".
- "**New at ABC Music**" for new product lines you stock at your store.

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## **This is Your Advantage - Use it!**

- Your students discover new gear in your lesson rooms and are able play the new gear!
- The internet can't provide this!
- Create excitement for your students!
- Have fun and enjoy increased sales!

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**Have An Awesome  
NAMM Show!**

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