

NAMM[®] | U



Grow Your Business



5 Sure-Fire Ways to Increase Cash Flow





5 Sure-Fire Ways to Increase Cash Flow



NAMM[®] | **U**



Grow Your Business

About Your Speakers...

About Your Speakers...

Robin Jean Sassi

- Owner, San Diego Music Studio, Est. 1994
- California Licensed Attorney
 - Corporate Law
 - Business Litigation



About Your Speakers...

Robin Jean Sassi

- Owner, San Diego Music Studio, Est. 1994
- California Licensed Attorney
 - Corporate Law
 - Business Litigation



Kimberly Deverell

- Head of Operations, San Diego Music Studio, Est. 1994
 - Oversees a team of teachers, brick-and-mortar retail and online operations employees
 - Over 20 years of experience of finding money



↑ CASH FLOW

↓ CASH FLOW



5 Ways:

Early Pay Discounts

Instrument Checks

Community Cross-Over

Free Events

Promote Talent



1. Early Pay Discounts

- STEP 1: Warm Call
 - Start a conversation
 - This is not a sale
 - Offer something for FREE





1. Early Pay Discounts

- STEP 2: Remind
 - Keep it personal
 - Give information about events
 - Let the customer talk about you!





1. Early Pay Discounts

- STEP 3: Offer at the end
 - Remind or offer an early pay discount on rental instruments
 - Adjust the amount depending on your cash flow needs





1. Early Pay Discounts

When is a good time to do this?

1. When you need the cash
2. Late November and late March





↑ CASH FLOW

↓ CASH FLOW



5 Ways:

Early Pay Discounts

Instrument Checks

Community Cross-Over

Free Events

Promote Talent

2. Instrument Check

- STEP 1: Make the Offer
 - Check the Instrument
 - This is not a sale
 - Get the customer in the store



2. Instrument Check

- STEP 2: Do the Check
 - Does the instrument need repair?
 - Is there something customer needs to care for the instrument?



2. Instrument Check

- STEP 3: Suggest the Add-On or Upgrade
 - New mouthpiece? Ligature?
 - Mutes? Instrument Stand?
 - Sheet music?



2. Instrument Check

When is a good time to do this?

1. Before the school year starts
2. Two weeks before school concerts
3. Before the holidays





↑ CASH FLOW

↓ CASH FLOW



5 Ways:

Early Pay Discounts

Instrument Checks

Community Cross-Over

Free Events

Promote Talent

3. Community Cross-Over

- STEP 1: Partner with another organization
 - Meetup Groups
 - Clubs
 - Musical Groups



3. Community Cross-Over

- STEP 2: Share emails and space
 - Get their email list
 - Advertise with people outside your circle
 - Keep the conversation about **YOUR STORE!**



3. Community Cross-Over

- STEP 3: Engage in Joint Events
 - Foot Traffic
 - Sales specific to that event
 - Free advertising



3. Community Cross-Over

When to do this?

ALL THE TIME

Put people in your space!





↑ CASH FLOW

↓ CASH FLOW



5 Ways:

Early Pay Discounts

Instrument Checks

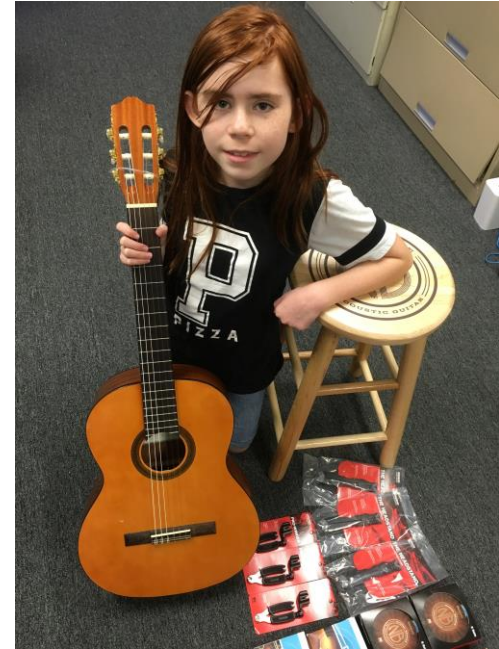
Community Cross-Over

Free Events

Promote Talent

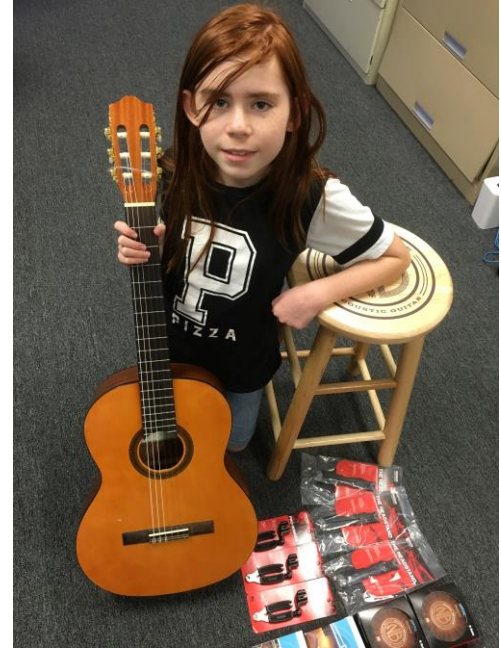
4. Free Events

- STEP 1: In-House Events
 - Instrument Petting Zoo
 - Guitar Maintenance Workshop
 - Uke Club



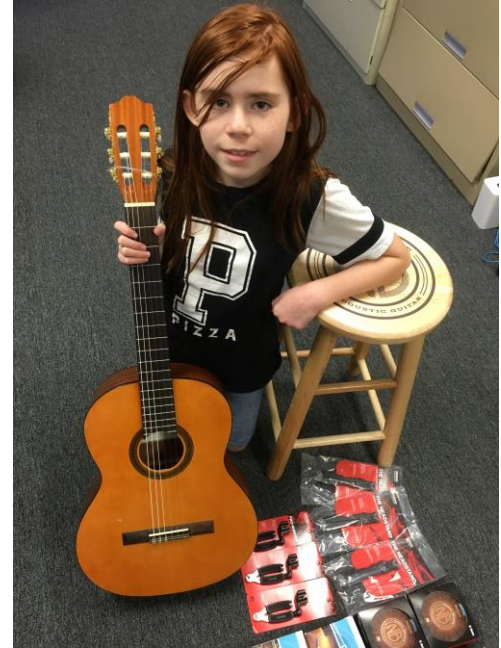
4. Free Events

- STEP 2: Use Outside Partners
 - Have the event somewhere else
 - Beer and Guitar Pairing
 - Open mics with Art and Dance partners



4. Free Events

- STEP 3: Events for a Cause!
 - Fundraise for a charity
 - Promote Preferred Vendors
 - Offer Products and Services

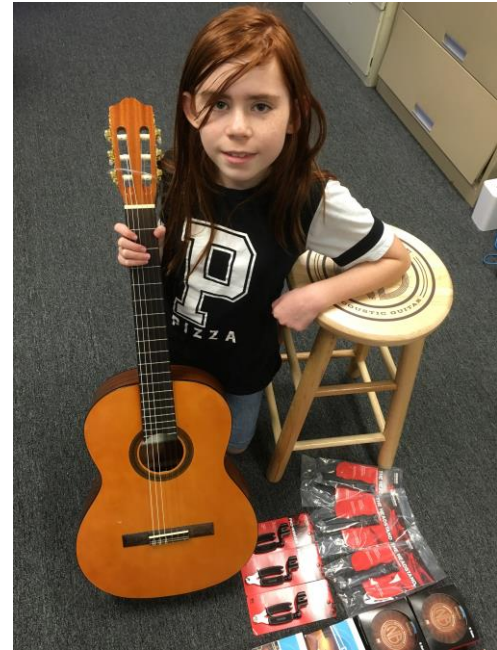




4. Free Events

When to do this?

Try for once a month!





↑ CASH FLOW

↓ CASH FLOW



5 Ways:

Early Pay Discounts

Instrument Checks

Community Cross-Over

Free Events

Promote Talent

5. Promote Talent

- STEP 1: Kids with Talent
 - Find ways to encourage
 - Introduce them to mentors
 - Promote their success



5. Promote Talent

- STEP 2: Customers with Clout
 - Take a picture with them
 - Promote their events
 - Ask for their input



5. Promote Talent

- STEP 3: Showcase Talent
 - Free public recitals
 - Promote on social media
 - Work with local news outlets



5. Promote Talent

When to do this?

As often as possible!





↑ CASH FLOW

↓ CASH FLOW



5 Ways:

Early Pay Discounts

Instrument Checks

Community Cross-Over

Free Events

Promote Talent

NAMM® | U



Grow Your Business

thank you!

NAMM[®] | U



Grow Your Business

thank you!



NAMM® | U



Grow Your Business

thank you!

*Thank
you*



NAMM[®] | U



Grow Your Business

thank you!

Thank
You!

Thank
you



NAMM® | U



Grow Your Business

thank you!

Thank
you

Thank
You!

Thank You!
😊



NAMM® | U



Grow Your Business

thank you!

THANK YOU!

Thank you

Thank You!

Thank You!

