

NAMM[®] | U



Grow Your Business

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At Robert M. Sides Family Music Centers On-Line Instrument Rental Is



3 Easy Steps to Rent Online Tonight!

1. Select your school district and school.
2. Choose your instrument.
3. Complete our online rental information
*Choose from FREE school delivery, Free in-store pickup, or Home delivery

2% to 31% in
10 years

WWW.RMSIDES.COM



5 Keys to Improve Your Online Rentals

- What / Who defines our “End Zone”?
- Embrace the Shopping Preferences of Modern Moms
- Avoid the top 2 Common Mistakes
- Find inspiration for Improvement
- 30 & 120 Day Action Plans



What Does Our “End Zone” Look Like?



- Happy Parents
- Happy Directors
- Enthusiastic Students



- Empty Shelves



Who defines our “end zone”?



	Parent	Director	Store
Convenience	No trip to store, no guess work, trusted referral from director	No paperwork, VM, or emails in recruiting effort	Less paperwork, PCI compliance, lower costs
Value	Everything they need in one transaction	Nothing missing, no surprises or scrambling	Online orders standardized by director/school
Higher participation rate	Easy to get involved with music	More kids in my program!	More rentals for your store



Embrace Shopping Habits of Millennial Moms

- Relationships are their currency
 - Brand Association, Attachment
- Values the “Experience” mindset over just “stuff/things”
 - Not always about price

**Millennial
Moms**

A Force to Be
Reckoned With





Embrace Shopping Habits of Millennial Moms

- They love a limited deal/offer (Groupon, RetailMeNot)
- They love bundles and value-added packages
 - Complete Solutions

**Millennial
Moms**

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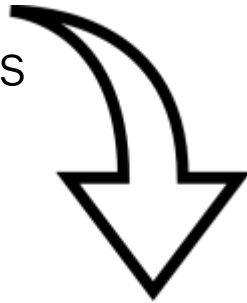




Reviews & Recommendations are huge for Millennial Moms

*ask for them and make it easy to do

*Respond to all reviews





But, above all.....

Millennial Moms HATE online “friction”

YOUR company will be compared to their technology experience at Target, Amazon and other Mega-Brands



Common Mistake #1

Who is the online rental customer?

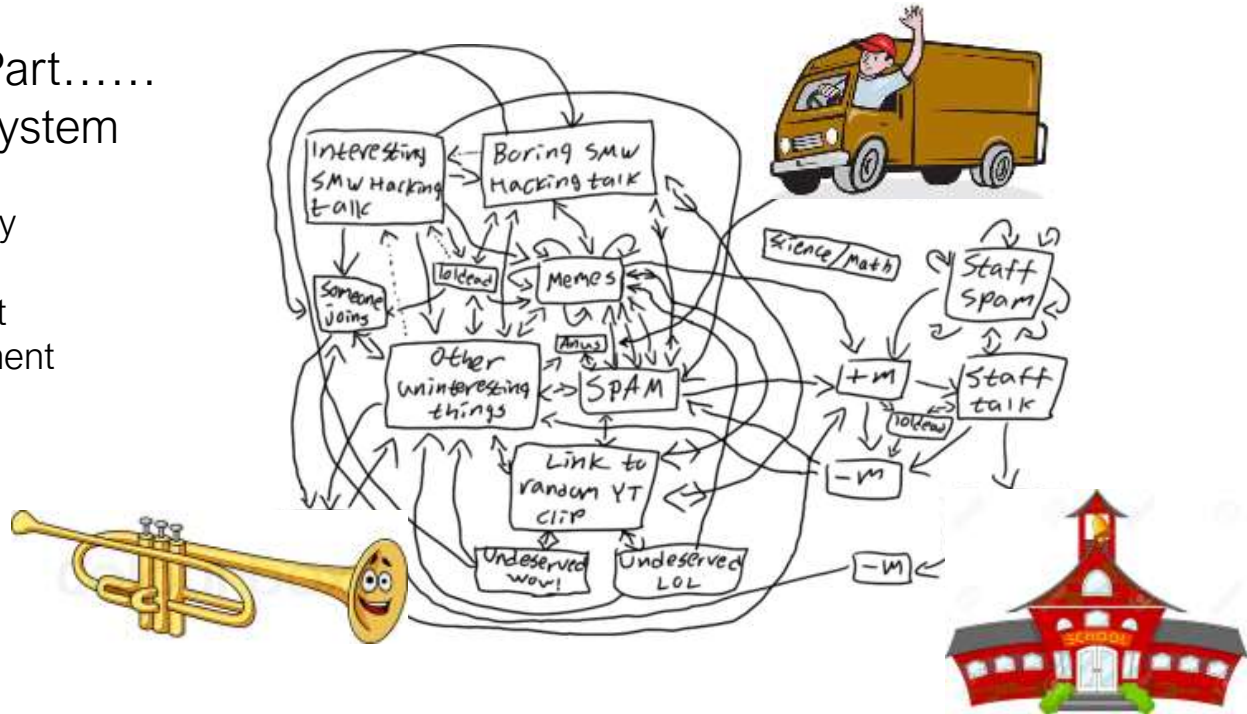




Common Mistake #2

The Website is the Easy Part.....
Don't forget the Human System

- Database accuracy
- Dedicated staff
- Speed of fulfillment
- Accuracy of fulfillment
- Communication





Aspiration Brands: Product or Service?



Thorough Communication & Repeatable Procedures

STANLEY STEEMER.

THANK YOU!

YOUR CLEANING SERVICE HAS BEEN

SCHEDULED



Confirmation #: 4757565
Service Date: Wednesday, January 03, 2018
Arrival Window: 12:00PM-5:00PM

Qty	Item	Service	Price	Total
1	5 Area (3RM,SH,ST)	Clean	\$239.00	\$239.00
			Tax:	\$14.34
			Total:	\$253.34

WHAT TO EXPECT



WHAT TO EXPECT

STANLEY STEEMER

What can you do in the next 30 days?



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Cross Market Online Rentals
on ALL Signage & Printed Materials

Robert M. Sides Family Music Centers

Band Rental Rates

Special Introductory Offer

For one low price,
you get everything
your child needs
to start their
musical journey
on the right note!

2 months
for only
\$25⁹⁵

Starter Pack Includes:

1. **2 Months FREE Rental**
2. 100% Rental Credit and 40% off the unpaid balance
3. School-Approved Lesson Book All other required books are an additional purchase
4. Music Stand Use
5. Instrument Maintenance Kit
6. Reeds, Sticks and/or Mallets
7. Bandwagon Case ID Tag & Pencil
8. Additional 10% Discount off regularly discounted accessory prices



Save Time - Rent Online Today! **RMSides.com**



Family Music Centers

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RMSIDES.COM





Look for FAQ's to Identify Weaknesses

"Contact Us" emails & forms August - October

RENTALS@mainstreetmusic.com



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