



How to Build a Kick-Butt Teaching Team

Pete Gamber • 2019 Summer NAMM

Joe Lamond - NAMM



**"Are You
Playing
to Win?
Or Not
to Lose?"**

You Can't Win Without a Team!

Benefits of a Kick-Butt Team

- Increase of Music Lessons
- Increase in Sales
- Increase in Rentals & Payments
- Increase on Repairs
- Improved Customer Experience
- Reduction in Music Teacher Turnover
- Higher Student Retention



There is an "I" in Team!



- You are the "I" in Team!
- "I want this to be a success"
- "I am going to work at this!"
- "I want my music teachers to be successful"
- "I will do whatever it takes!"
- "I am responsible for my business!"
- **It starts with your commitment**

"Retail Staff" and "Lesson Teachers" are at Odds with each other!



**Teachers don't support sales in the store!
Sales staff doesn't support lessons in the store!
Management "hopes" it will get "better"!**

Get Rid of the "Us" "Them" Vibe

- Everyone needs to playing the same "game"
- Sales and teachers are both equally important in your success.
- It is easier said than done.
- Many times there's an invisible wall that has been built between sales and lessons.
- This can exist when teachers are independent contractors but also when teachers are employees



- Start a line of communication in order to get rid of this.
- What does your sales team feel about the lesson teachers, good and bad.
- Write these items down.
- Same for music lesson teachers — what is their view of the sales team?
- Now you have something to use as an improvement list on the bad issues and a list of positive issues to enhance.



Next is Your Sales Team

- At sales meetings discuss the issues regarding music lessons and get input from them.
- Have teacher and lesson signup training.
- Invite teachers to attend and give a quick overview of who they are and what they do.
- Start connecting everyone together!



Sales Team and Student Events



- Include sales staff on music lesson events
- Makes them involved and interactive with your music lesson teachers and what's going on in your music lesson program .
- Helps sales team connect with your music lesson families and improve sales with them.

Start a Teacher Advisory Board



- Ask all of the teachers to participate.
- Hold a monthly meeting,
- Discuss the issues at hand and get input from the teachers.
- Make this a positive meeting — not a complaint session!
- Fill the teachers in on upcoming sales events and product coming in. Invite them to meet product reps.
- Ask them for input on the product you stock for their students!
- Make them feel they are a part of the sales team (and your store)!

- Not all teachers will participate!
- Don't exclude these teachers from what's going on.
- Keep All Teachers "in the loop."
Hand out a memo on what happened at the meeting.
- Don't give up on this process,
- It will take some time to make it succeed.
- The teachers that do get involved are the start of the team you're developing.



Teachers and Selling Events



- If you want teachers to help sell product, why not train them?
- Don't assume selling is going to automatically happen!
- Have teachers involved with your sales events!
- Product demos, school demos, etc.

W.I.I.F.M.



- What's
- In
- It
- For
- Me?

Your #1 Obstacle in Creating a Kick-Butt Team!!



Make Your Teachers Feel Special



Have an Awesome NAMM Show!

Pete Gamber

(909)261-8501 text

petegambermusic@gmail.com

facebook.com/pete.gamber.3

Instagram petegamber

Twitter @altalomamusic

