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Grow Your Business



5 Lesson Program Crises and How to Fix Them

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Every Business Has a Crisis

- Frustrated parent: bills/late fees/absence policy
- Teacher is leaving; we've assigned you to a new teacher
- You don't like my child/why does my child have lame songs in the Spring Show?
- It's Spring Show time and everything is going terribly wrong.
- Oh, no! A new music store/school is opening up nearby (and they have one of my former instructors on staff!)

Frustrated Parent

- Billing
- Late Fee
- Absence Policy



- Be kind, courteous, and if possible, remove any barriers between you and the parent. (And remember, a sharp wit might be humorous, but won't help with a frustrated parent.)



Teacher is Leaving

- It's going to be too emotionally devastating for my child to take from another teacher!
- I'm quitting if I can't keep taking from my current instructor!
- My teacher says he can teach on Monday, why can't I take lessons on Monday?
- Fear
- Don't raise your voice
- Personal phone call





You Don't Like My Child

- My child has a lame song in the Spring Show.
 - Why are you making my child wear a tie?
 - My child is a better _____ player than that child, why does he get the solo?
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- Be sympathetic
 - Be factual
 - Constructive solutions





It's Spring Show time and everything is going wrong

- The venue made a mistake and you don't have anywhere to play
- One of your drummers is sick and can't get there
- There was a terrible storm and half the kids are running late because of a downed tree
- The sewer system backed up and you have no working bathrooms.
- Stay calm. Solve one problem at a time. Use your resources.



A new store/school is opening nearby!

- New space with fresh paint and new toys!
 - Oh, and they have a teacher (or two) that used to teach for you.
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- Don't be afraid of competition
 - Innovate
 - Control your own message



Keys to success:

- Stay calm
- Keep smiling
- Be positive
- Focus on solutions
- Remove barriers to success
- Pick up the phone





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