



PROGRAM DIRECTOR MANUAL

Table of Contents

1 - Table of Contents
2 - What is a Program Director & the 5 Key Responsibilities
3 - Program Director Responsibilities Overview
4 - Marketing - Internal
5 - Marketing - External
6 - Marketing - External - Social Media
7 - Marketing - External - Community Events
8 - Marketing - External - Paid Advertising
9-14 - Annual Marketing Calendar
15 - Recruitment
16 - Recruitment - Text Script
17 - Recruitment - Phone Script
18 - Recruitment - Walk-In
19 - Recruitment - Confirmation
20 - Recruitment - Follow-Up
21 - Enrollment
22 - Enrollment - Greeting
23 - Enrollment - Initial Lesson
24 - Enrollment - Closing the Sale
25-27 - Enrollment - Objections
28 - Enrollment - Welcome Packet
29-30 - Enrollment - Commitment

What is a Program Director

A Program Director's function is to execute and maintain the system that supports our larger mission of changing and improving as many lives as possible. We change lives through the quality of our curriculum, instruction and culture. The systems that a Program Director must execute and maintain are broken into five equal parts: Marketing, Recruitment, Enrollment, Upgrade & Retention.

5 Key Responsibilities of a Program Director

1. Marketing - Marketing is the process of gaining potential clients interest in the services you offer. In other words to make people aware of your company and what you have to offer with the objective to collect their contact information.

2. Recruitment - Recruitment is the process of attracting and selecting the correct clients to join your Martial Arts Family. To do this we use our marketing contact information to get prospects to set & show up to appointments.

3. Enrollment - Enrollment is the process of getting the prospective clients that you select to join your Martial Arts Family. Our goal is to enroll at least 70% of the families that we can truly serve on a full membership.

4. Upgrading - Upgrading is the process of moving clients through the different programs that you offer to further their development. This may be due to reaching a certain age, rank and/or skill development.

5. Retention - Retention is the process of nurturing your relationships with your Martial Arts Family with the goal of keeping your family intact.

Responsibilities of a Program Director Overview

Marketing:

- Internal: Referrals, Friend Events, Family Add On, B-Day Parties, etc.
- External:
 - Social Media (free): Facebook, Instagram, TikTok, etc.
 - Community Events: Fairs, Parades, Schools, etc.
 - Paid Advertising: Social Media Ads, Google Ads, etc.

Recruitment:

- Communication over Text
- Communication over Phone
- Communication with Walk Ins
- Appointment Confirmation
- Lead Follow-Up

Enrollment:

- Greeting / Paperwork / Tour
- Initial Lesson (single or multiple lessons)
- Closing the Sale
 - Schedule Closing (if multiple lessons)
 - Asking for the Enrollment
 - Overcoming Objections
- Welcome Packet

Upgrading:

- Conference
- Presentation
- Closing the Sale
 - Asking for the Enrollment

Retention:

- Culture: Enthusiasm, Welcoming Guests, Smiling, Building Rapport with Families, Being Congruent with Instructors
- Planting the Seed for Future Instructors and Leaders
- Profit Centers & FREE Events
 - Marketing

Marketing - Internal

Marketing is the process of gaining potential clients interest in the services you offer. In other words to make people aware of your company and what you have to offer with the objective to collect their contact information.

What is Internal Marketing - Internal marketing are ways to accomplish your marketing goals that are done at your facility.

Keys to Internal Marketing:

- Build Rapport / Trust
- Social Proof
- Branding

Examples and Ideas:

- Buddy Day/Week - Students bring a friend with them for training.
- Family Add On - Enrolling additional family members.
- Referral Conference - During a check up conference ask for referrals.
- Open House - Inviting your community to your facility for a special day.
- Bully Prevention Class - Hosting a community Bully Prevention class.
- Comm. Self-Defense Class - Hosting community Self-Defense class.
- Birthday Parties - Encouraging Birthday Party guests to a trial lesson.
- Student of the Week/Month - Student recognition could be a party as well
- Buddy Movie Night - Students bring a friend with them.
- Buddy Nerf Night - Students bring a friend with them.
- School Camps - Hosting community “schools out” day camps.

- _____
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- _____
- _____
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Marketing - External

Marketing is the process of gaining potential clients interest in the services you offer. In other words to make people aware of your company and what you have to offer with the objective to collect their contact information.

What is External Marketing - External marketing are ways to accomplish your marketing goals that are done outside your facility. These fall into 3 key categories.

- Social Media (free)
- Community Events
- Paid Advertising

Social Media - With the prevalence of social media platforms in the lives of our key demographic, it is imperative that you showcase your Martial Arts Family, Culture and Facility through social media. By doing this you give a glimpse “behind the curtain”, create social proof and create brand recognition. This form of marketing also is a form of retention as well and costs you nothing.

Community Events - Because our larger mission is to improve and change as many lives in the communities we serve, we must be involved in supporting our community through bringing value to community events. Because we serve to bring more value to those events by making them better we in turn reflect to potential clients the quality of our services.

Paid Advertising - Paid advertising is any kind of advertising that you pay for your information to be placed in front of potential clients with the goal of having them reach out to you. This could be an online platform such as google ad words, facebook, etc or could be newspaper, flyers, banners, team/school sponsorships, etc.

Marketing - External

Social Media

Social Media - With the prevalence of social media platforms in the lives of our key demographic, it is imperative that you showcase your Martial Arts Family, Culture and Facility through social media. By doing this you give a glimpse “behind the curtain”, create social proof and create brand recognition. This form of marketing also is a form of retention as well and costs you nothing.

Keys to Social Media Marketing:

- Build Rapport / Trust
- Social Proof
- Branding

Examples and Ideas:

- Posting to your Social Media Accounts Daily
 - Scheduled Posts (do a month at a time): Exciting Photos, Testimonials, Instructor Highlights, Tutorials, Motivational Quotes, Birthdays, Etc.
 - On Going Posts: Exciting Classes, New Members, Student of the Month, 1st Class / Future Black Belt Pics, Referrals, Tournament Results, Etc.
- Share Posts to your Personal Profile
- Tag Clients / Family Members that are in posts
- Create Event Page to Create Awareness & Share
- Posting to City Groups
- Engage on Community Social Media Pages
- Engage on Area Schools Social Media Pages
- _____
- _____

Marketing - External

Community Events

Community Events - Because our larger mission is to improve and change as many lives in the communities we serve, we must be involved in supporting our community through bringing value to community events. Because we serve to bring more value to those events by making them better we in turn reflect to potential clients the quality of our services.

Keys to Community Events:

- Build Rapport / Trust
- Social Proof
- Branding

Examples and Ideas:

- Community Event Booth
- Support Area Schools Events
- Mall/Store Booth
- Demonstrations
- Self-Defense Class for Businesses
- Show & Tells
- Talent Shows
- Gym Teacher for a Day
- Field Days
- Career Days
- School Talks / Book Reading
- Scout, Homeschool & Church Groups
- Chamber of Commerce Events
- _____

Marketing - External

Paid Advertising

Paid Advertising - Paid advertising is any kind of advertising that you pay for your information to be placed in front of potential clients with the goal of having them reach out to you. This could be an online platform such as google ad words, facebook, etc or could be newspaper, flyers, banners, team/school sponsorships, etc.

Keys to Paid Advertising:

- Build Rapport / Trust
- Social Proof
- Branding

Examples and Ideas:

- Website
- Social Media Ads
- Google Ads
- School / Team Sponsorships
- Flyers On Cars
- Pizza Box Coupons
- Snipe Signs
- Newspaper Ads
- Radio Ads
- TV / You Tube Ads

- _____
- _____
- _____

Annual Marketing Calendar

_____ **January:** MLK Camp, Family Fitness Month, New Years Special

Internal Marketing	External Marketing		
	Social Media	Community Event	Paid Advertising
• _____	• Scheduled Posts		• Website
• _____	• On Going Posts	• _____	• Social Media Ads
• _____	• Share Posts	• _____	• Google Ad Words
• _____	• _____	• _____	• _____
• _____	• _____	• _____	• _____
• _____	• _____	• _____	• _____
• _____	• _____	• _____	• _____

_____ **February:** Valentine Cards

Internal Marketing	External Marketing		
	Social Media	Community Event	Paid Advertising
• _____	• Scheduled Posts		• Website
• _____	• On Going Posts	• _____	• Social Media Ads
• _____	• Share Posts	• _____	• Google Ad Words
• _____	• _____	• _____	• _____
• _____	• _____	• _____	• _____
• _____	• _____	• _____	• _____
• _____	• _____	• _____	• _____

Annual Marketing Calendar

_____ **March:** Spring Break Camp,

Internal Marketing	External Marketing		
	Social Media	Community Event	Paid Advertising
• _____	• Scheduled Posts		• Website
• _____	• On Going Posts	• _____	• Social Media Ads
• _____	• Share Posts	• _____	• Google Ad Words
• _____	• _____	• _____	• _____
• _____	• _____	• _____	• _____
• _____	• _____	• _____	• _____
• _____	• _____	• _____	• _____

_____ **April - Ideas:** Easter Egg Hunt,

Internal Marketing	External Marketing		
	Social Media	Community Event	Paid Advertising
• _____	• Scheduled Posts		• Website
• _____	• On Going Posts	• _____	• Social Media Ads
• _____	• Share Posts	• _____	• Google Ad Words
• _____	• _____	• _____	• _____
• _____	• _____	• _____	• _____
• _____	• _____	• _____	• _____
• _____	• _____	• _____	• _____

Annual Marketing Calendar

_____ **May:** Mother's Day, Field Days, End of School Parties/Teacher Appreciation

Internal Marketing	External Marketing		
	Social Media	Community Event	Paid Advertising
• _____	• Scheduled Posts		• Website
• _____	• On Going Posts	• _____	• Social Media Ads
• _____	• Share Posts	• _____	• Google Ad Words
• _____	• _____	• _____	• _____
• _____	• _____	• _____	• _____
• _____	• _____	• _____	• _____
• _____	• _____	• _____	• _____

_____ **June:** Fathers Day, Summer Camps

Internal Marketing	External Marketing		
	Social Media	Community Event	Paid Advertising
• _____	• Scheduled Posts		• Website
• _____	• On Going Posts	• _____	• Social Media Ads
• _____	• Share Posts	• _____	• Google Ad Words
• _____	• _____	• _____	• _____
• _____	• _____	• _____	• _____
• _____	• _____	• _____	• _____
• _____	• _____	• _____	• _____

Annual Marketing Calendar

_____ **July:** Christmas in July, Independence Day,

Internal Marketing	External Marketing		
	Social Media	Community Event	Paid Advertising
• _____	• Scheduled Posts		• Website
• _____	• On Going Posts	• _____	• Social Media Ads
• _____	• Share Posts	• _____	• Google Ad Words
• _____	• _____	• _____	• _____
• _____	• _____	• _____	• _____
• _____	• _____	• _____	• _____
• _____	• _____	• _____	• _____

_____ **August:** Back to School Party

Internal Marketing	External Marketing		
	Social Media	Community Event	Paid Advertising
• _____	• Scheduled Posts		• Website
• _____	• On Going Posts	• _____	• Social Media Ads
• _____	• Share Posts	• _____	• Google Ad Words
• _____	• _____	• _____	• _____
• _____	• _____	• _____	• _____
• _____	• _____	• _____	• _____
• _____	• _____	• _____	• _____

Annual Marketing Calendar

_____ **September:**

Internal Marketing	External Marketing		
	Social Media	Community Event	Paid Advertising
• _____	• Scheduled Posts		• Website
• _____	• On Going Posts	• _____	• Social Media Ads
• _____	• Share Posts	• _____	• Google Ad Words
• _____	• _____	• _____	• _____
• _____	• _____	• _____	• _____
• _____	• _____	• _____	• _____
• _____	• _____	• _____	• _____

_____ **October:** Bully Prevention Month, Trunk or Treat,

Internal Marketing	External Marketing		
	Social Media	Community Event	Paid Advertising
• _____	• Scheduled Posts		• Website
• _____	• On Going Posts	• _____	• Social Media Ads
• _____	• Share Posts	• _____	• Google Ad Words
• _____	• _____	• _____	• _____
• _____	• _____	• _____	• _____
• _____	• _____	• _____	• _____
• _____	• _____	• _____	• _____

Annual Marketing Calendar

_____ **November:** Turkey Burn,

Internal Marketing	External Marketing		
	Social Media	Community Event	Paid Advertising
• _____	• Scheduled Posts		• Website
• _____	• On Going Posts	• _____	• Social Media Ads
• _____	• Share Posts	• _____	• Google Ad Words
• _____	• _____	• _____	• _____
• _____	• _____	• _____	• _____
• _____	• _____	• _____	• _____
• _____	• _____	• _____	• _____

_____ **December:** Gift a White Belt,

Internal Marketing	External Marketing		
	Social Media	Community Event	Paid Advertising
• _____	• Scheduled Posts		• Website
• _____	• On Going Posts	• _____	• Social Media Ads
• _____	• Share Posts	• _____	• Google Ad Words
• _____	• _____	• _____	• _____
• _____	• _____	• _____	• _____
• _____	• _____	• _____	• _____
• _____	• _____	• _____	• _____

Recruitment

Recruitment - Recruitment is the process of attracting and selecting the correct clients to join your Martial Arts Family. To do this we use our marketing contact information to get prospects to set & show up to appointments.

Steps to Recruitment:

- Communication over Text
- Communication over Phone
- Communication with Walk-Ins
- Appointment Confirmation
- Lead Follow-Up

Keys to Communication:

- Respond Within 5 minutes
- Be Energetic and Positive
- Be A Friend to Build Rapport
- Keep Your Language Casual

Communication Over Text: Once an online lead comes in, respond immediately. By doing this we can immediately start to build rapport and trust. Our goal is to move this to a phone call either immediately or at a scheduled time.

Communication Over Phone: If no response from text within 10 minutes we should assuming they are using a land line. Our goal is to build rapport, trust and to schedule them for an introductory lesson.

Communication With Walk-Ins: Once a lead walks in, respond within 3 seconds. By doing this we can immediately start to build rapport and trust. Our goal is to do an in-house introduction immediately or schedule it.

Appointment Confirmation: Once an appointment is scheduled we have to confirm the appointment. Families are busy and easily loose track and forget.

Lead Follow Up: If an appointment does not show, follow up with them assuming that they still are interested and still want to come in.

Recruitment - Text Script

Once an online lead comes in, respond immediately. By doing this we can immediately start to build rapport and trust. Our goal is to move this to a phone call either immediately or at a scheduled time.

Hi [NAME], This is [YOUR NAME] from [YOUR ACADEMY]! I just saw your online request for more info. I'm excited to connect with you! Are you looking for yourself or your child? 😊

We use this question because it is non-invasive, doesn't require them to think much and they typically respond quickly.

If Response is my Child:

Awesome! How old are they? So I can see how many spots we have in that age group.

If Response is for Myself:

Awesome! Give me a moment to check and see how many spots we have your group!

This creates social proof and scarcity. WAIT A FEW MINUTES

You are in luck! We have a spot for you! 🙌 Let's chat for a moment so I can answer your questions! I'm available now and I have another opening after [4pm]. Which time is best for you?

We use the word chat because we want them to feel like they are just talking to their best friend. If they can't chat now or after 4 they will likely give you a time. Either way, talk not or schedule a time.

15 Minute before s scheduled call

Hi [NAME], I wanted to confirm our call at [TIME].

Parents are incredibly busy so this helps us increase the chance they will be answering our call.

Recruitment - Phone Script

Once a lead calls, answer immediately. By doing this we can immediately start to build rapport and trust. Our goal is to move this to a scheduled in-house introduction.

"Thank you for calling _____. How may I help you?"

"Awesome, my name is _____, Who am I speaking with?" _____

"[FIRST NAME], Are you looking for yourself or your child?"

If Response is my Child:

"Awesome! How old are they? So I can see how many spots we have in that age group!"

If Response is for Myself:

"Awesome! Give me a moment to check and see how many spots we have your group!"

"You are in luck! We have a spot for you!"

"Have you/they ever taken martial arts before?"

If Yes: *"Great what style and any ranks earned?" _____*

"What goals do you want to accomplish?" _____

"I'd love to offer you a _____. This way you can meet the instructor, tour our Academy and take a class. After the class the instructor will sit down with you and go over the schedule and any other question you have. Our next available class is today at _____ or tomorrow at _____. Which would be better for you?" "PERFECT!!!"

"Please wear something comfortable. We are located at _____. Do you know where that is?"

"You are welcome to bring a friend to the lesson. Do you have anyone you would like to bring? _____ Great!"

"We will see you _____ at _____ I look forward to meeting you. Have a great day!"

Recruitment - Walk In

Once a lead walks in, respond within 3 seconds. By doing this we can immediately start to build rapport and trust. Our goal is to do an in-house introduction immediately or schedule it.

“Welcome to _____. How may I help you?”

“Awesome, my name is _____. Who am I speaking with?” _____

“[FIRST NAME], Are you looking for yourself or your child?”

If Response is my Child:

“Awesome! How old are they? So I can see how many spots we have in that age group.”

If Response is for Myself:

“Awesome! Give me a moment to check and see how many spots we have your group!”

“You are in luck! We have a spot for you!”

“Have you/they ever taken martial arts before?”

If Yes: *“Great what style and any ranks earned?” _____*

“What goals do you want to accomplish?” _____

EITHER DO AN INTRO LESSON NOW OR SCHEDULE ONE

IF SCHEDULING:

“I’d love to offer you a _____. This way you can meet the instructor, tour our Academy and take a class. After the class the instructor will sit down with you and go over the schedule and any other question you have. Our next available class is today at _____ or tomorrow at _____ Which would be better for you?” “PERFECT!!!”

“Please wear something comfortable.”

“You are welcome to bring a friend to the lesson. Do you have anyone you would like to bring? _____ Great!”

“We will see you _____ at _____. Have a great day!”

Recruitment - Confirmation

Once an appointment is scheduled we have to confirm the appointment. Families are busy and easily loose track and forget.

Day Before - Confirmation Call

"Hi, this is _____ from _____, is _____ there?"

How are you doing today?

Great, I'm calling to confirm your lesson with us tomorrow at _____.

We re located at _____, do you know where this is?

Did you have a friend that you wanted to join us? If you would like I'd be happy to give them a call for you, I'll just need their number?

After the lesson we will go over all the program options. It would be best if there is anyone else who can help you make a decision is able to attend, that way they get to see and experience the benefits of the program for themselves and ask questions.

If for any reason you are unable to attend, please give me a call, we teach the first lesson by appointment only.

When you come in, please stop at the front desk. We are looking forward to seeing you tomorrow at _____. Thank you and have a great day!"

Day Of - Confirmation Text

"Hi _____. This is _____ from _____. I just wanted to confirm we are on schedule for your first lesson tonight at _____.

Here is a google link to our facility: _____

Please come a little early if you can and remember to wear loose-fitting clothes. See you tonight!"

Recruitment - Follow-Up

If an appointment does not show, follow up with them assuming that they still are interested and still want to come in.

Call 15 Minutes After Missed Appointment

"Hi, this is _____ from _____, is _____ there?"

How are you doing today? Is everything ok?

I was looking forward to meeting you for your first lesson.

Things happen, you are in luck though! I have two openings tomorrow, one at _____ and another at _____. Which one is better for you?

I'm looking forward to seeing you tomorrow at _____. Have a great night!"

* if no answer, leave a voice mail.

Day After Missed Appointment-Reschedule

"Hi, this is _____ from _____, is _____ there?"

How are you doing today?

I was reviewing my schedule from last night and I see we missed our first introductory lesson.

Things happen, you are in luck though! I have two openings today/tomorrow, one at _____ and another at _____. Which one is better for you?

I'm looking forward to seeing you today/tomorrow at _____. Have a great day!"

Enrollment

Enrollment - Enrollment is the process of getting the prospective clients that you select to join your Martial Arts Family. Our goal is to enroll at least 70% of the families that we can truly serve.

Steps to Enrollment:

- Greeting / Paperwork / Tour
- Initial Lesson (single or multiple lessons)
- Closing the Sale
 - Schedule Closing (if multiple lessons)
 - Asking for the Enrollment
 - Overcoming Objections
- Welcome Packet

Greeting, Paperwork & Tour: Is more about first impressions, developing rapport and building trust. This is not only their chance to evaluate us but our chance to evaluate them to see if they fit our schools' culture.

Initial Lessons: There are a variety of ways to do initial lessons. Single or Multiple, Group or Private, Free or Paid. The important part is for you to give the prospect a positive experience, make them feel they can do this and paint the picture of how we can meet their needs.

Closing the Sale: To close the sale you must have all invested parties involved and on board. To do this we ask certain questions so that they can see the potential of what training can do.

Welcome Packet: Your welcome packet is more than just the physical gear they receive. It should include information, schedules and more importantly the next step in their training with you.

Enrollment - Greeting, Etc.

Greeting / Paperwork / Tour - Is more about first impressions, developing rapport and building trust. This is not only their chance to evaluate us but our chance to evaluate them to see if they fit our schools' culture.

- **Greeting:** Greet Everyone within 3 seconds of entering (all staff in the area). Treat them like they are your new best friend.
 - Parents first if it's a new family (eye contact, smile, and handshake)
 - Child(ren) second if a new family (eye contact, smile, and fist bump)
- **Paperwork:** Go thru an intake form so that you know what their goals and objectives are. As well as general information and a liability waiver. Depending on your process this may be a good time to discuss class schedule and get a photo for your CRM.
 - If choosing classes, you should have methods for them to still train if only able to make it once per week. Some ideas are:
 - Virtual Options
 - Recorded Class Training
 - Offering Free Private Lessons to make up difference needed for Rank Testing Requirements. Could count as 2 classes and could be Semi-Private Lesson
- **Tour:** Kids can be very shy in a new environment, this is why it is important that you show them around. This is also a great time to explain some of your policies and procedures and pre-frame your expectations and goals for them all while building more rapport.
 - All staff should learn to greet with a smile to help the prospect become comfortable.

Enrollment - Initial Lesson

Initial Lesson - There are a variety of ways to do initial lessons. Single or Multiple, Group or Private, Free or Paid. The important part is for you to give the prospect a positive experience, make them feel they can do this and paint the picture of how we can meet their needs.

- **Objective:** Demonstrate in lesson that we can meet their needs in a positive environment.
- **Methods** (Paid/Free): All of these option can be done as Paid or Free
 - **1 on 1 Lesson** - This type of lesson is designed to allow the staff member to give their undivided attention to the prospect. It also allows you to adjust the lesson as needed based on the individual.
 - **Group Class** - This type of lesson can be a way for prospects to join a regular on-going class which allows them to fully experience your program. This can be a beginners class of only new members or one of your regular classes. Just be aware of their ability to have a positive experience and feel they can do this while we meet their needs.
 - **Multiple 1 on 1 Lessons or Group Classes** - Another option is to offer either of the above as a multiple option. For example: first 2 private lessons, 2 week Free Trial or for \$29, Etc. There are a multitude of options that can be done however the most important part is that you have a system to follow up and ask for the full enrollment.

Enrollment - Closing the Sale

Closing the Sale - To close the sale you must have all invested parties involved and on board. To do this we ask certain questions so that they can see the potential of what training can do.

- **Schedule Closing** - Only if Multiple Lessons, Must have Conference Pre-Set

- **Asking for the Enrollment**

- **Getting Child On Board** - Assuming you are working with a child, it is important to make sure they have the desire to continue training. If not, nothing else matters. Ask three leading questions to gauge interest.

1. *"Wasn't that awesome?"*
2. *"What was the best part?"*
3. *"I'm so ready for you to be one of my students. Are you ready?"*

- Discuss Commitment (see commitment section)

- **Getting Parent(s) on Board** - Parents take a great deal of pride in their child(ren). We want to reinforce that and "paint the picture" of the future for their child.

4. *"Didn't _____ do fantastic?"*
5. *"What was the main goal you had for _____ to improve?"*
6. *"When _____'s (Life Skill) improves, how will that impact his future?"*

- Discuss Commitment (see commitment section)

- **Discuss Enrolling into a Full Program**

- **Show Program & Benefits** - Reinforce the main goal they had and how awesome their future is going to look. Close with:

7. *"You guys are going to love this program! _____ is going to be a perfect fit!"*
8. *"Let's go ahead and save your spot right now!"*
9. *"What is the best way to get _____ started?"*

Enrollment - Objections

Overcoming Objections Script for Closing After Asking:

“What is the best way to get _____ started?”

Non-Committal, wanting to leave and think about it or talk to spouse.

1. “We need to think about it”:

*“I understand how you Feel, many of our other parents Felt the same way, and you know what they Found? This was the best decision they ever made for their child because it is the best program for building their child’s (Life Skill they want). I want you to feel completely at ease about this decision and still SAVE you the \$_____ so we will give you a **30-Day Money Back Guarantee**. If for any reason, you don’t feel that this was the best decision for_____, you will get 100% of your money back. This way your family can get started without any risk to you and still Save \$_____. By saving me Time and not creating a 2nd apt to enroll, we can give you all the Savings. I’ve already blocked time in my calendar for us to do the paperwork now. Let’s go ahead and enroll him, what is the best way to take care of the initial installment & 1st month?”*

2. “I need to speak to my spouse first”:

*“I understand how you Feel, many of our other parents Felt the same way, and you know what they Found? This was the best decision they ever made for their child **and they gained their spouses’s support** because it is the best program for building their child’s (Life Skill they want). I want you to feel completely at ease about this decision and still SAVE you the \$_____ so we will give you a **30-Day Money Back Guarantee**. If for any reason, you **or your spouse** don’t feel that this was the best decision for_____, you will get 100% of your money back. This way your family can get started without any risk to you and still Save \$_____. By saving me Time and not creating a 2nd apt to enroll, we can give you all the Savings. I’ve already blocked time in my calendar for us to do the paperwork now. Let’s go ahead and enroll him, what is the best way to take care of the initial installment & 1st month?”*

Enrollment - Objections

Overcoming Objections Script for Closing After Asking Continued:

Too Long of a term.

3. “I think (months/years/goal) is too long for my child”:

1. *“I understand how you Feel, many of our parents Felt the same way, and you know what they Found? This was the best decision they ever made for their child because it is the best program for building their child’s (Life Skill they want). **So let me ask you this, how long would you be comfortable committing _____ for?”**”*
2. ***“Ok, that’s fine. We want you to be comfortable with your decision so we will give you a 1-Time Right To Cancel at the _____ mark. The Program will still be a (month/year/goal), however, if you don’t feel like it was the best decision you have ever made for _____ at the _____ mark, you will be able to cancel. And** by saving me Time and not creating a 2nd apt to enroll, we can give you all the Savings. I’ve already blocked time in my calendar for us to do the paperwork now. Let’s go ahead and enroll him, what is the best way to take care of the initial installment & 1st month?”*

Enrollment - Objections

Overcoming Objections Script for Closing After Asking Continued:

Too Much Money.

4. “I think (cost) is too much for our family”:

1. *“I understand how you Feel, some of our parents Felt the same way, and you know what they Found? This was the best decision they ever made for their child because it is the best program for building their child’s (Life Skill they want). **So to understand correctly, you are saying that you like the program and if you could afford it then you’d like to get _____ started? Ok great, let me ask you this, what is your biggest concern, the startup or the monthly?**”*

1. I don’t have enough to start right now.

1. *“That’s ok, don’t worry about that. We make it so that every family that wants to start can be able to start. How much can you pay now?” (Make a plan for subsequent payments, but have them make it up whether it be weekly, by paycheck or monthly. Have it written on their paperwork with the costs written and make sure you have copies in their student file.)*

2. All of it or the monthly cost.

1. (Have a plan to be able to lower the cost already available. This can be either by paying more money down to make it lower per month, it can be to pay in full for a discount, it could be making payments longer than the term (for a small total finance charge), or it can be a scholarship that either you offer as the owner to those who you qualify or a complete scholarship program that people can donate to.)
2. *“Thank you for being honest and open with me about this, because we may be able to to help. Tell me sir/ma’am, how much do you think you can afford monthly? Thank you again for making me aware and for sharing it with me. The good news is we can make that happen!” (Use your a plan to have at least 2 solutions that work. Ask them if they’d like to put more money down or spread payments a bit longer to make it work. Then make it happen)*

Enrollment - Welcome Packet

Welcome Packet - Your welcome packet is more than just the physical gear they receive. It should include information, schedules and more importantly the next step in their training with you.

Examples to Include:

- Gear
- Uniforms
- Patches
- T-Shirt
- Buddy Pass
- Schedule
- Calendar of Events
- Policies & Procedures
- Event Flyers
- Stripe Info
- Curriculum Sheets
- Show & Tell Flyer
- Birthday Party Flyer
- Family Pass
- App / Software Info
- Goal Setting Sheet
- Referral Rewards

- _____
- _____
- _____
- _____

Enrollment - Commitment

Commitment Script for After the Initial Lesson/s and Conference to Enroll

After the lesson, start the conference with Child by asking the following questions.

1. *"Wasn't that awesome?"*
2. *"What was the best part?"*
3. *"I'm so ready for you to be one of my students. Are you ready?"*

Help **Lead them on #2** above if they can't say for sure. Something like, *"Did you like the punches on the targets or learning how to get away from the grab?"*

If they **say NO to #3**, then try to find out why and discuss with the child & then the parents. You can tell the child something like this, "Some other kids felt this same way and their confidence grew with more training. Once we get you started we will set a few more private lessons to help you feel more confident before going to classes, okay?"

To the Parents, *"The great thing about our program is that students are not compared to anyone else. It is based on each individual's own improvements and that is why a 5-year-old, a 95-year-old, or someone with Special Abilities can all become a Black Belt. Confidence is built with 3 things:*

1. *Knowledge*
2. *Experience*
3. *Achievement*

The more knowledge and experience one gets, the more Confident they become and when they earn achievements because of their knowledge & experience it grows tremendously. _____ will get all 3 of these things regularly. Knowledge & Experience happens at every class and the Achievements are for the stripes they earn throughout the Test Cycle and then their new Belt Rank at Testings. This is definitely the best program to help _____ improve his Confidence, don't you agree?"

Enrollment - Commitment

Commitment Script Continued

After #3 is finalized then begin with the following script:

(to the child) *"To do this _____, you are going to need commitment. This will teach you to become a man/woman of your word. When you say you are going to do something, then you will make sure to do it. Commitment means you can't give up just because you are not motivated or excited to come to class, no matter what the reason is. Even if something is tough in class, you have to push through it. It's kind of like schooling. Some days you feel like doing your schooling and other days you don't, but you still have to do it no matter what. Taekwondo will be the same. We aren't saying you have to do this forever, the longest you will do it right now is _____ (year/s, months, other goal like belt rank), okay?"*

"This issue of commitment will come up. It could occur in 2 months or 7 years from now. So knowing this, we have to have a plan for what to do when it comes up. The plan is that your Instructors and your parents are not going to let you quit or give up. Your parents are great leaders and great leaders will make you do something even if you don't agree with them because they know it is Best for You. On the days you don't feel like coming they are going to say, "_____ you can't quit, you have to go to class." Then they will have you say this quote as a reminder of what we discussed today. Say this with me, Quitters Never Win, and Winners, Never Quit! Tell me what that means. Awesome, now say this to your parents, I give you permission, to make me come, when I don't feel like it. So we are all making the commitment that _____ will not be allowed to quit during this time, correct?"

_____, you will make a great Black Belt one day!"

Move on to getting Parents on Board by asking these 3 questions:

1. *"Didn't _____ do fantastic?"*
2. *"What was the main goal you had for _____ to improve?"*
3. *"When _____'s (Life Skill) improves, how will that impact his future?"*

Program Director Checklist

M T W T F S

Daily Checklist

Name & Date _____

- | | | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|---|
| ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | Opening: Unlock, Lights, Open Sign, Air Fresheners, Facility is Clean |
| ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | Check Phone & Email Messages and Reply |
| ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | Confirm Appointments for the Day |
| ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | Reschedule Previous Missed Appointments |
| ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | Prepare Welcome Packets for Guests |
| ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | Review Class Planner with your Team |
| ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | Prepare Anything that Needs to be Given Out to Students in Class |
| <hr/> | | | | | | |
| ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | Answer ALL Phone Calls Using the Phone Script |
| ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | Greet ALL Students & Parents by Name Upon Entering and Exiting |
| ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | Schedule Any Follow Up and/or Upgrade Appointments |
| ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | Have Prospects Fill Out Info Sheet Prior to Their Class |
| ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | Prepare and Mail Out Welcome Card to ALL Prospects |
| ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | Rapport with Parents: Upcoming Events, Merchandise, Referrals, etc |
| ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | Check and Clean as Needed ALL Public Areas Throughout Night |
| ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | Complete End of Day Cleaning & Report |

Weekly Checklist

- | | |
|--------------------------|---|
| ☐ | Prepare and Mail Good Job & Miss You Cards |
| ☐ | Make Miss You Calls to MIA Students |
| ☐ | Schedule Show & Tells, School Talks, Demos, Field Trips, etc. |
| ☐ | Deep Clean Restroom, Lobby, Windows, and Floors |
| ☐ | Review Financial & Membership Goals To See If Your Are On Track |
| ☐ | Make a Plan to Achieve Next Weeks Goals |
| ☐ | Every 2 Weeks: Update and/or Move: Posters, Banners, Flyers, etc. |
| ☐ | Every 2 Weeks: Rotate Merchandise and Organize Stock Room |