



*American Freestyle Karate Federation
Staff Training*

STATISTICS

School Statistics

This statistics form is used for the school as the master statistics sheet. This keeps track of marketing sales and upgrades.

Staff Responsible: The Chief Instructor is ultimately responsible for the daily, weekly and monthly statistics. The Chief Instructor must collect the staff stat sheets from each staff member daily.

Frequency: The Chief Instructor should fill in all stats at the end of the day, and the end of the week, and the end of the month.

Item Overview

VIP/Info Calls – Anytime a name and number is harvested, record that in this column.

Appointment – Anytime an appointment is set, record that in this column.

Intros – Anytime an introduction class is performed, whether private or group class, this is recorded in this column.

Basic Enrollment—Basic enrollment is when a person has paid the down payment and is enrolled on a billing form or cash out on their program. Each individual is counted as one. A family, whether it is 2 people or 6 people, will be counted as two.

Upgrade Appointments—These appointments are made after the student has been highlighted and nominated, and a specific date and time is set.

Upgrade Conferences—This item will be recorded the first time there is an official presentation of either the Black Belt Club or Master's Club.

Upgrades—When a person pays the down payment and is enrolled on a billing form or cashes out on their program, this will constitute an upgrade. Again, a single person counts as one; a family counts as two.

Recording Money

Down Payment—The down payment rows will be used for recording the down payment on either the basic program, Black Belt club, or Master's Club. Even if a person pays for their program upfront, they will still provide a down payment.



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Basic Program—When a person cashes out on their basic program, all monies received minus the down payment. Whether it is a compression or full payment, this is the row to record it.

Black Belt Club-- When a person cashes out on their Black Belt Club, all monies received minus the down payment. Whether it is a compression or full payment, this is the row to record it.

Master's Club-- When a person cashes out on their Master's Club, all monies received minus the down payment. Whether it is a compression or full payment, this is the row to record it.

STORM—All monies received from STORM tuition will be recorded in this row.

Intros—Anyone taking a trial class for a period of time, the monies received from that will be recorded in this row.

Tuition—Any miscellaneous tuition, whether someone is paying past-due or pays in-house, will be recorded in this column.

Billing Company—Each time there is a billing check or deposit, the monies for that day will be recorded in this category.

Retail—All monies received from purchases, including tax money, will be recorded in this row.

Testing—All monies received for belt registration will be recorded in this row.

Special Events—This will include birthday parties, seminars, parents' night out, etc. All monies received from these events will be recorded in this row.

Month-to-date—Each week, the Chief Instructor should add the weekly totals and carry them over from the previous week to maintain a running total throughout the month.

Ratios

VIP to Appointment—Should be 50%.

Appointment to Show (Intro)—If names and numbers are received from booths, festivals, parking lot surveys, and things of that nature, the actual name-and-number-to-appointment-show ratio will be about 20%.

If names and numbers are received through a referral, the ratio from appointment to show will be 50%.



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If the lead is created by a walk-in or a phone call, and it goes well, then the appointment show ratio will be 80%.

Intro to Enrollment—Industry standard is 20%, but we will accept nothing less than 50%.

Cash Out—Depending on the incentive, the cashout ratios will change. However, offering a 20% discount on a basic program, Black Belt Club, or Master's Program should entice a 20-30% cashout ratio.

Staff Stat Sheets

Overview: Each staff member will have a personal statistics sheet that they will need to update daily and weekly. This way they can track their productivity. Each staff member is responsible to produce on some level for the betterment of the school.

Staff Responsible: All staff members.

Frequency: Daily and weekly, as well as month-to-date.

Item Overview:

-VIP: Any name and number that is harvested.

-Appointment: Any appointment that is set. Individuals count as one, families count as two. Intro is a private introduction class, or a trial group class.

-Enrollment: Basic enrollment is when a person has **paid the down payment** and is enrolled on a billing form or cash out on their program. Each individual is counted as one. A family, whether it is 2 people or 6 people, will be counted as two.

-Famous: Any event where the staff member is in front of a group of people, speaking or demonstrating (This row is marked when a famous event is scheduled).

-Festival: Any festival where there is a booth. (This row is marked when a festival is scheduled).

-Birthdays: When a birthday is scheduled, it will be marked in this row.

-Special events: When a special event is scheduled, it will be marked in this row.

-Upgrades: When a person pays the down payment and enrolls on a billing form, it is counted as an upgrade.



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-Express passes: When an individual purchases an express pass for events and/or seminars, the number of express passes will be recorded and the monetary amount will be recorded underneath.

-Belt testing paid in full: When a student pays for their graduation fees all the way to black belt. The number of people who have paid will go above, and the monetary amount will be recorded underneath.

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