



MALTA

Martial Arts Leadership Training Association

Marketing Survey

SMILE! SURVEY

Speak with an enthusiastic tone of voice! Maintain eye contact!

Excuse me sir, (ma'am) I'm doing a marketing survey, would you answer three quick questions for me?

1. Which do you feel is more important for a child to have, self confidence, or self discipline?
2. The two main reasons why adults enroll in our school are for physical fitness or self defense. Which one appeals to you more?

By the way, my name is _____ from American Freestyle Karate here in Lexington, and you are? _____, it is a pleasure meeting you.

THANK YOU GIFT

As a thank you for taking part in my survey today, I invite you to take advantage of a free 30 day membership to the American Freestyle Karate School so you can see what we have to offer and how the martial arts would benefit yourself or someone in your family.

VALUE

This course has a real family value of \$200.

INTEREST

Would you be interested in this for yourself or a family member?

INFORMATION GATHERING

Great! Let me just get your name. And what is a good telephone number I can reach you at?

EXPLANATION OF INTRO LESSON

“What we do is start out with a free, no obligation, introduction class that is private and made by appointment only. It is just the student, the parents, and instructor. That way you can see what we do and how we do it because everyone teaches martial arts differently. We like to focus on the character qualities such as self-control, respect, self-discipline. Now after the first appointment if they enjoy the class they may continue free for an additional 30 days how does that sound?”



SCHEDULE INTRO

Great! Well incidentally, I have an opening either ____ or ____ which one of these days would suit you best?

And I have a 5:30 or a 7 pm time slot available which would work better?

BOTH PARENT DEMAND

Now ____, I don't know how serious you are about getting involved in a black belt program, but it is important that both parents are at the first private lesson. Will our appointment time work for the both of you?

GIVE GUEST PASS

Here is your guest pass with your appointment time on the front and I've circled my number and wrote my name on the back. Now you can see I work by appointment only so if any reason you can't make it please just give me a call.

GOODBYE

Terrific! We'll look forward to our first class together at _____. I'll see you then, bye.