



## Big Brothers Big Sisters

1. Setting up a BBBS event
  - a. Ask to speak with whoever is in charge of the “community calendar”
  - b. Go in with letterhead and introduce yourself
  - c. “We are official partners with BBBS. We help the raise money for them in our local community. We are professional and courteous. We will simply greet them as they enter the store (and hold the door if applicable). We will talk to them as they leave as to not hinder them from shopping. As they thank you for them supporting BBBS we will also give them a free guest pass to our karate school as well. We would like to set up a couple of dates that we can stand outside your business. Can we do that?”
  - d. Sister school in Charlottesville raised over \$1000 last year
  - e. The goal is one weekend per month
2. How to VIP with BBBS
  - a. Ask first 2 survey questions
  - b. “My name is \_\_\_\_\_ and I teach karate at \_\_\_\_\_. We are partners with BBBS. Today we’re raising donations for the and giving away a free guest pass so you can find out about our karate school and see what we have to offer. Could I give you one?”
3. Setting up the VIP location
  - a. Ask for manager
  - b. “My name is \_\_\_\_\_ and I’m with \_\_\_\_\_. We partner with different businesses in the area to help with their customer service. What we do is a couple of hours per week we will have one of our professional instructors stand outside your business to greet everyone and open the door for them. As they leave, as a thank you for them supporting your business, we will give them a free guest pass to our school. Again, great customer service for you and it is good publicity for us as well. I would love to set it up for one month. At the end of the month I will check back with you, if you don’t love it, we will discontinue fight away. Could we try it for a month?”
  - c. Our sister school is doing this at : Firehouse subs, Jason’s Deli, several Mexican restaurant, Dunk Donuts, Cici’s Pizza, Big Lots, K-Mart, and a health food store
  - d. Be nice! Open the door with a smile! Do marketing survey on the way out. Check in with Manager after 30 days. Set up an excel doc for all of your VIP locations and managers name. Give the manager and staff a free guest pass.



## **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.