



**MALTA**

Martial Arts Leadership Training Association



**INSTRUCTOR TRAINING  
MANUAL 1**



# WELCOME

**From Master David Clements**

Congratulations on the next step on becoming a true martial arts instructor!! The manual in your hands contains information that will make you successful in this business. Welcome to this intensive, comprehensive course!

The systems in this manual are proven to be highly effective, simple and easy to reproduce. The faster you can learn, implement and train on these systems the more confident and successful you will become.

It is my personal goal to help you achieve the goals you desire in the martial arts and the martial arts business. You are now on a path that will open so many opportunities for you. Trust the systems – they have worked for many others and now they will work for you!



## 12 First Impressions

We've all heard the old adage that "You only get one chance to make a great first impression." With a martial arts school, you get lots of opportunities to make great first impressions on every student.

Every time a student experiences something for the first time, their reaction to that first impression is much stronger than their reaction to an experience that is familiar to them. So if the initial experience goes well, they really feel it. And if the initial experience doesn't go well, they also feel that with the same intensity.

This provides you with a fantastic opportunity to make raving fans out of your new students and parents. Here is a partial list of the first impressions we can make on just one student/parent:

1. The first time they visit our website - This gives them an immediate impression of what kind of school you run. Suggestion: Ask some of your friends outside of martial arts to give you an honest impression of your website. Does it create the sense that you run a top notch operation?
2. The first time they call your school -This also makes an immediate impression. Not just the initial greeting, but how well the call goes. Did the person who answered the phone build their confidence? When the prospect hung up, did they come away thinking "Wow! That's got to be the best martial arts school in town!"
3. The first time they pull into your parking lot -This is the third powerful first impression before they even set foot in your school. What does the building look like from the outside? Is it very inviting? Is your signage sharp? Is your parking lot clean? What can they see through your windows?
4. The first time they walk in your door - This makes one of the most powerful first impressions of all. Is everything neat and clean? What



does it smell like? Does the overall behavior of students and staff convey the sense that this place is well organized and professional?

5. The first time they are greeted- Your initial greeting grabs and focuses their attention for a moment. They'll form impressions of "what people are like here" from this first encounter. Do they feel ignored, "assaulted" or do they feel genuinely welcomed as they enter your school for the first time.
6. Their first in-depth conversation -This is generally your intro conference. Even if all the other first impressions have gone well so far, they're likely to be just a little anxious. They're in a new place and they really don't know what's going on. Does your intro make them comfortable and set the expectation that they're going to love your program?
7. The first time they step on your mat - Once again, they're likely to be a bit anxious. You have just a few seconds to get them off to a great start. Do you take care to ensure that their first minute on your mat reduces their anxiety and increases their excitement? Do you ensure that they are introduced to your instructors and the other students in their class?
8. The first time they come into the school as a "regular student" - Even if you did a great job getting them started in their first lesson, it's just as important that they have a great experience the next time they come in for class. This will be the first time that they come in without a "guide." If anything goes wrong, they'll feel very awkward. Do you keep an eye out for students coming in for their first regular class, to ensure they find their way without any problems?
9. The first time you have a one-on-one chat with a student or parent after the student has begun their training - Your first one-on-one discussion sets their expectations for all future chats like this. Are your initial one-on-one chats positive experiences for your students?
10. The first time a student experiences a tip test or any preliminary assessment - This is the first time they're being assessed and that



can make anyone a bit nervous . Regardless of how well they know their material, it's vital that they feel treated with respect. This is especially true if they need to improve in any way . Do you handle their first assessment with a little extra empathy and respect?

11. Their first belt test or other formal assessment -While other students may be on their 2nd, 3rd, or 10th time through this routine, students going through this for the first time need a little extra attention to ensure that they are comfortable and excited. Do you give a little extra attention to those who are testing for the first time?
  
12. The first time they change classes - Unless you keep all students of all ranks together in one class, students will eventually need to move from a beginner class to a more advanced class. This first class change can create several issues if not handled with care. Perhaps the new schedule isn't as convenient. Maybe they're concerned about leaving their friends in the beginner class and training with new people. Do you take a few moments to ensure that this transition goes smoothly?

That's 12 first impressions that virtually every student experiences at your school. You can probably think of others. These initial experiences generate strong reactions. The good news is that you have an opportunity to create a great experience at each of these events. What do you think your retention would be like if every student had a great experience in all of these first impressions?



## **YOU ARE IT!**

1. Correct anything that you feel is wrong with you. Teeth, overweight, etc.
2. Always dress in uniform or dress clothes with polished dress shoes. Dress neatly at all times, clean and pressed.
3. Limit jewelry to watch, wedding rings and professional ring or college ring.
4. No earrings for men, conservative earrings for woman.
5. Fingernails should be clean, trimmed, rounded one neutral color.
6. Look like you are in shape.
7. Neat beard. Keep your eyebrows trimmed. Ladies use natural color make up, less is better.
8. Dental hygiene. Keep your breath fresh. No chewing gum. Braces if necessary.
9. Hair should not be over the collar, and look like you just got a hair cut. Conservative hair cut. Women's hair should be pulled back off face.
10. A new uniform with a new belt looks more professional to the general public.
11. Shoes should look new. Never wear worn or dirty looking shoes of any type.
12. Look well groomed (pedicure).
13. No baggy pants or tight fitting leotards for women (yoga pants).
14. Cell phone should not be worn on your belt, it looks unprofessional. Don't wear a earpiece, it looks amateur.





## TELEPHONE

The most important piece of equipment we have in the school is the \_\_\_\_\_.

When a person calls to ask about classes do they generally know what to ask? \_\_\_\_\_

Generally, the first question is \_\_\_\_\_.

These are questions that we will cover in depth in this training manual. The information call consists of six sections. It is very important that the person who answers the phone presents himself or herself in a professional manner, and very knowledgeable of the programs and is able to direct the conversation. This call is unlike other calls where you may have time to prepare yourself to give information. Very seldom do they come at a good time. The person at the other end of the phone does not know who he is talking to and they may be defensive because they may think they are talking to a salesman.

The good news is, the person on the other end of the phone has taken the first initial step in becoming a martial artist. For some reason they have enough interest to pick up the phone, call and ask about information. This person needs to gather some more information before they can make a final decision. This person also might be collecting information on all the other schools in the area. How you



answer and interact with this person, determines the perception this person has of your school.

We also know from our prior staff training that the person on the other end of the phone is calling with preconceived notions about martial arts and how martial arts can meet his or her needs. This seems reasonable, but as a martial arts professional we know that there are many other factors that should be weighed in a caller's decision that just cannot be measured over the phone.

Here are some things to think about before we even get into training on how to answer the phone.

- Does the school have a knowledgeable and friendly staff
- Is the school clean and professional
- Does the school have morning classes
- Is a school located in an area of town that is convenient for the caller

These are questions that a caller may ask and must be answered in an appropriate manner. These are important factors that might be considered before enrolling in a school.



# CHAPTER

# 1

# THE GREETING



## The Greeting

*" Thank you for calling American freestyle karate how may I help you?"*

The most important factor in this sentence is for the person on the other end of the phone to absolutely know that you are smiling!

Do not sound hurried.

Typically speaking the first question they will ask will be

*how much our classes,*

or

*I would like to get some information about your classes*

This goes back to our prior staff training where we talked about the questions a person would ask.

Do we tell them the price right away? No

Why? Value. They do not understand what value they can place on your program yet.

How many times do they have to ask before we give them the price? 3

(we will cover this in a later exercise)



***"Thank you for calling American Freestyle Karate how can I help you?"***

*How much are your classes?*

***"Are you calling for yourself or for a child?"***

The first time they ask about price we redirect.

They are answering the question whether it is for themselves or for child. Because of our market the typical phone call is in relation to a child.

***" Thank you for calling American Freestyle Karate how can I help you?"***

*How much are your classes?*

***"Are you calling for yourself or a child?"***

*He is eight years old.*

***"That is a great age to start!"***

No matter the age is it a great age to start? Yes

***"Thank you for calling American Freestyle Karate how can I help you?"***

*How much are your classes?*

***"Are you calling for yourself or a child?"***

*He is eight years old.*

***"That is a great age to start!"***

We have now determined who the caller is calling about. Take some time and practice this exercise.



# CHAPTER

# 2

# HOW DID THEY HEAR ABOUT US



## **How did they hear about us?**

This is a very important question because this may determine the offer we give to the prospect. It also helps us determine which marketing activities are productive. If we are actively asking our students for referrals this gives us a way to reward our students and which one to reward.

Word-of-mouth is the best advertisement for a business.

If the caller was referred by a current student or they know of a current student it is much more likely this person will become a student.

***"Thank you for calling American Freestyle Karate how can I help you?"***

*How much are your classes?*

***"Are you calling for yourself or a child?"***

*He is eight years old.*

***"That is a great age to start!"***

***"How did you hear about us?"***

*Johnny Smith one of your students told me about you.*

***"That is fantastic! Johnny is a terrific student and doing well we have seen a tremendous progress since he has enrolled."***

You can only say something like this if it is true. If Johnny is not a terrific student and he has not progressed we might say something like:



***“yes, Johnny is a green belt here he has a terrific time in class”***

For the purpose of this exercise let's pretend they saw our sign or received a VIP pass or some type of advertisement. Typically speaking people are enrolled the same way. We may change and tweak the offer but in the end it is the same. We will go over that more in depth in the sales part of the instructor training.

***“Thank you for calling American Freestyle Karate how can I help you?”***

*How much are your classes?*

***“Are you calling for yourself or a child?”***

*He is eight years old.*

***“That is a great age to start!”***

***“How did you hear about us?”***

*I saw your sign as I was driving by.*

***“Great, I will be glad to help you my name is David Clements and I am the program director/instructor here at American Freestyle Karate.”***

At this point this person should be put at ease knowing they have someone of competency helping them through this process. You have identified yourself and your title here at the school.



# CHAPTER

# 3

# THE HISTORY



## The History

It is very important for us to know the prospective student's prior experience, if there is any and if it was a good one or a bad one.

Why? \_\_\_\_\_

---

***"Thank you for calling American Freestyle Karate how can I help you?"***

*How much are your classes?*

***"Are you calling for yourself or a child?"***

*He is eight years old.*

***"That is a great age to start!"***

***"How did you hear about us?"***

*I saw your sign as I was driving by.*

***"Great, I will be glad to help you my name is David Clements and I am the program director/instructor here at American Freestyle Karate."***

***"What is your child's name?"***

*His name is Johnny.*

***"Has Johnny ever taken martial arts before?"***



We will go through a couple scenarios here. Typically the person has not taken martial arts before, but we will start with the scenario that the person has had prior experience.

***“Has Johnny ever taken martial arts before?”***

*Yes he took Tae Kwon Do.*

***“Did he enjoy it?”***

*Yes.*

Tae Kwon Do is the world's most popular martial art. They are known for their high chamber kicks and their kicking arsenal.

***“Has Johnny ever taken martial arts before?”***

*Yes he took Tae Kwon Do.*

***“Did he enjoy it?”***

*Yes*

***“Great! We use the same high chamber kicks and many of our students have had the same experience.”***

Here are a few examples of different martial arts and their similarities to our system.

Shotokan - ***some of our forms are similar to this traditional system.***

Any system that ends in a Ryu-***we use the same weapon system and our punches come from this system.***

Shorin Ryu, Shito Ryu, Wado Ryu, Goju Ryu, etc

Throwing arts such as jujitsu aikido - ***we do that in the higher belt levels.***



As mentioned before typically the prospective student has not taken martial arts before.

***" Thank you for calling American Freestyle Karate how can I help you?"***

*How much are your classes?*

***"Are you calling for yourself or a child?"***

*He is eight years old.*

***"That is a great age to start!"***

***"How did you hear about us?"***

*I saw your sign as I was driving by.*

***"Great, I will be glad to help you my name is David Clements and I am the program director/instructor here at American Freestyle Karate."***

***"What is your child's name?"***

*His name is Johnny.*

***"Has Johnny ever taken martial arts before?"***

*No*

***"is there a particular reason you want him to take martial arts?"***

*Oh, I would like for him to have some more respect self-discipline...*

***"Many of our parents enroll their children for the same reason."***

This is the general answer. Some parents will say something to the effect they would like their child to have more activity. Typically speaking the market wants life skills.



# CHAPTER 4 THE OFFER



## **The Offer**

*"Thank you for calling American Freestyle Karate how can I help you?"*

*How much are your classes?*

*"Are you calling for yourself or a child?"*

*He is eight years old.*

*"That is a great age to start!"*

*"How did you hear about us?"*

*I saw your sign as I was driving by.*

*"Great, I will be glad to help you my name is David Clements and I am the program director/instructor here at American Freestyle Karate."*

*"What is your child's name?"*

*His name is Johnny.*

*"Has Johnny ever taken martial arts before?"*

*No*

*"is there a particular reason you want him to take martial arts?"*



*Oh, I would like for him to have some more respect self-discipline...*

***“Many of our parents enroll their children for the same reason.”***

Now is the time to convince the caller that we are the place for them to satisfy the reason they are interested in martial arts for themselves or for their child. You want to make this as casual conversation as possible while still maintaining professionalism.

***“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?”***

It is very important to emphasize, in this paragraph, the reason they wanted to enroll in the martial arts. For example if they mentioned physical activity we would still say the life skills but after we would say, ” ***...self-control respect and self-discipline and they get a tremendous workout also.***”

This paragraph must be memorized so it can be quoted in a conversational manner.



# **CHAPTER**

# **5**

# **MAKING THE**

# **APPOINTMENT**



## **Making the Appointment**

This is the most important component to understand about the phone call. The reason for answering the phone is to make an appointment.

At this point there should be no doubt that we have taken control of the conversation and we have made an offer now we must make an appointment for the person to come in.

Is it important for both parents to attend the introduction class? Yes

***"Thank you for calling American Freestyle Karate how can I help you?"***

*How much are your classes?*

***"Are you calling for yourself or a child?"***

*He is eight years old.*

***"That is a great age to start!"***

***"How did you hear about us?"***

*I saw your sign as I was driving by.*

***"Great, I will be glad to help you my name is David Clements and I am the program director/instructor here at American Freestyle Karate."***



***“What is your child's name?”***

*His name is Johnny.*

***“Has Johnny ever taken martial arts before?”***

*No*

***“is there a particular reason you want him to take martial arts?”***

*Oh, I would like for him to have some more respect and self-discipline...*

***“Many of our parents enroll their children for the same reason.”***

***“What we do is start out with a free, no obligation, introduction class that is private and made by appointment only. It is just a 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?”***

*Great*

When making an appointment we always want to give two options.

***“Would Monday or Tuesday suit you better?”***

*Monday*

***“I have a 4:30 or 6:30 opening. Which one is better?”***

*6:30*

***“Will your spouse be able to make it?”***

If they say “no” try to create another time. If it seems almost hopeless to get both parents there at the same time within a 48 hour time window of the phone call then asked this... ***“Can you make the financial decisions for your family?”*** Generally the person will answer, “yes”, but the percentage of making the enrollment will



drastically decrease if both decision-makers are not there. We will go through this more in the introduction class portion of the instructor training.

***“Would Monday or Tuesday suit you better?”***

*Monday*

***“I have a 4:30 or 6:30 opening. Which one is better?”***

*6:30*

***“Will your spouse be able to make it?”***

*Yes*

***“Do you know where we are located?”***

*Yes*

***“Great what is a phone number where I can reach you?”***

*555-5555*

***“We work by appointment only so would it be okay if I called you the day before to confirm your appointment?”***

Remember we want to have the person come to our school preferably within 24 hours of the phone call, 48 hours at the far end. So if the appointment is made within 24 hours or so we may want to say... ***We work by appointment only so would it be okay if I called you to confirm your appointment.***

*Sure*

***“Now if something changes or you need to reschedule the first lesson please call us because we only teach the first lesson by appointment only. Fantastic I look for to seeing you guys Monday at 6:30”***

Always end with a confirmation of the time.



# **CHAPTER 6**

# **REVIEW**



## Review

*" Thank you for calling American Freestyle Karate how can I help you?"*

*How much are your classes?*

*"Are you calling for yourself or a child?"*

*He is eight years old.*

*"That is a great age to start!"*

*"How did you hear about us?"*

*I saw your sign as I was driving by.*

*"Great, I will be glad to help you my name is David Clements and I am the program director/instructor here at American Freestyle Karate."*

*"What is your child's name?"*

*His name is Johnny.*

*"Has Johnny ever taken martial arts before?"*

*No*

*"is there a particular reason you want him to take martial arts?"*

*Oh, I would like for him to have some more respect self-discipline...*

*"Many of our parents enroll their children for the same reason."*



*“What we do is start out with a free, no obligation, introduction class that is private and made by appointment only. It is just a 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?”*

*Great*

*“Would Monday or Tuesday suit you better?”*

*Monday*

*“I have a 4:30 or 6:30 opening. Which one is better?”*

*6:30*

*“Will your spouse be able to make it?”*

*Yes*

*“Do you know where we are located?”*

*Yes*

*“Great what is a phone number where I can reach you?”*

*555-5555*

*“We work by appointment only so would it be okay if I called you the day before to confirm your appointment?”*

*Sure*

*“Now if something changes or you need to reschedule the first lesson please call us because we only teach the first lesson by appointment only. Fantastic I look forward to seeing you guys Monday at 6:30.”*



# **CHAPTER 7**

# **OBJECTIONS**

# **AND**

# **DEFFERENT**

# **SCENARIOS**



## Objections and Different Scenarios

Sometimes the caller will ask:

*how much are classes?*

Usually this is at the beginning of the conversation. The first answer is to ignore.

***" Thank you for calling American Freestyle Karate how can I help you?"***

*How much are your classes?*

***"Are you calling for yourself or a child?"***

Typically the next time they ask is after the big paragraph and if they want to continue they can continue for a free 30 days.

***"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?"***

*How much is it after the 30 days?*



***“We have several different programs in our school so when you come I will be glad to go over all your options. Would Monday or Tuesday suit you better?”***

This is called redirect.

If the caller asks a third time then finances are a serious consideration. I suggest a flat out number that is easy for them to see if it fits in their budget.

***“There are several different programs we have to offer but generally classes run about \$100 a month but when you come in for the introduction class we will go over all your different options. So, which day suits better Monday or Tuesday.”***

At this point the typical response is I will have to check with my spouse.

***“I appreciate that and here is what I would like to suggest. We go ahead and schedule a tentative time when you think you can make it and then get back with me. The reason I say this is because our schedule gets pretty booked up and this way if the time ends up working out I will have a time blocked off on my schedule for you.”***

If they still do not want to commit to an appointment we say:

***“ok, with your permission, may we call you in the next couple of days to schedule your first lesson?”***

Typically by this time this caller is not a hot lead. It is important for us to understand without making the appointment, statistically the chances of a person coming in is very small. We do not want to be so aggressive that we turn off the caller, we still want to be welcoming but we want them to understand how important we take it to make an appointment.

When a person makes an appointment they only take it as seriously as you make it. So when making an appointment the person needs to understand they are expected to come in.

If the person is calling asking information about themselves just make it personal.



If the person calling is calling for an adult come from an adult perspective.

*“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, 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, self-defense and physical exercise. Now after the first appointment if they enjoy the class they may continue free for an additional 30 days how does that sound?”*

Circle the words of this paragraph that you found different.

If an adult caller was calling asking information about themselves and you asked:

*“is there a particular reason you want to take the martial arts?”*

List four scenarios of why they would want to take martial arts and how you would answer:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

Let's go through a scenario where a person took martial arts and their experience was not good.

*“Has little Johnny ever taken martial arts before?”*

*Yes*

*“Do you remember the style?”*



*Yes or no it does not matter*

***“Did they enjoy it?”***

*No*

***“May I ask why?”***

List four reasons why a person might have had a bad experience and how you would respond.

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_
4. \_\_\_\_\_  
\_\_\_\_\_

Try to have all the responses refer back to this paragraph.

***“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, 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, self-defense and physical exercise. Now after the first appointment if they enjoy the class they may continue free for an additional 30 days how does that sound?”***



# THE GREETING



## Walk in Greeting

This is where we make a first impression. It is absolutely critical that we make a long lasting positive first impression. The uniform is sharp the hair is fixed we have a smile a pleasantness and a great handshake.

***“Hello welcome to American Freestyle Karate my name is David Clements I am the program/instructor and you are...?”***

At this point we are shaking their hand make sure that you look them in the eye of firm handshake and a smile and the last to let go.

***“It is nice to meet you. How may I help you today?”***

At this point this turns into the information phone call. The person may ask information about our school or they may ask how much our prices are. We go right into the script at this point.

***“Are you \_\_\_\_\_ for yourself or a child?”***

*He is eight years old.*

***“That is a great age to start!”***

***“How did you hear about us?”***

*I saw your sign as I was driving by.*

***“What is your child's name?”***

*His name is Johnny.*

***“Has Johnny ever taken martial arts before?”***

*No*

***“is there a particular reason you want him to take martial arts?”***

*Oh, I would like for him to have some more respect self-discipline...*



*“Many of our parents enroll their children for the same reason.”*

*“What we do is start out with a free, no obligation, introduction class that is private and made by appointment only. It is just a 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?”*

*Great*

*“Would Monday or Tuesday suit you better?”*

*Monday*

*“I have a 4:30 or 6:30 opening. Which one is better?”*

*6:30*

*“Will your spouse be able to make it?”*

*Yes*

*“Do you know where we are located?”*

*Yes*

*“Great what is a phone number where I can reach you?”*

*555-5555*

*“We work by appointment only so would it be okay if I called you the day before to confirm your appointment?”*

*Sure*

*“Now if something changes or you need to reschedule the first lesson please call us because we only teach the first lesson by appointment only. Fantastic I look for to seeing you guys Monday at 6:30.”*



# MARKETPLACE STRATEGIES



## **MARKETPLACE STRATEGIES**

There are several different scenarios where we invite someone to take martial arts. It could be in casual conversation, it could be in a booth or festival, it could be at a business function.

### **Casual Conversation:**

You might find yourself doing what we call business to business or on errands and we see someone that we would like to invite to take martial arts. It could be a mother with children with her or it could just be a passerby. We would start an introduction with a question and then fall right into the phone script.

***“Have you ever thought about taking martial arts?”***

This question will get the conversation started.

***“I would love to have those boys in my martial arts class. I am the instructor at American freestyle karate. Let me introduce myself my name is David Clements. Have you ever thought about taking martial arts? Now a great time to start.”***

Maybe they have not thought about taking martial arts so we have to give them a reason. ***Now is a great time.*** Or we could say something to the effect ***I am giving away a 30 day free membership would you be interested?***

It would be best if this person could answer the question...” ***why would you want to take the martial art?***” Once the reason for continuing the conversation has been established then we continue.

***“What we do is start out with a free, no obligation, introduction class that is private and made by appointment only. It is just a 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?"*

Then we would continue with the rest of the script in making the appointment. Depending on where we are at the state to be done quickly. It is best if we have a business card or we can write their time and date for the appointment they have made so as we are making the appointment we are writing it down to giving it to them. The same idea as the dentist or the doctor's office does as we are leaving and they are making the next appointment with us.

This type of conversation would be equivalent to a pastor asking someone to come visit his church. Hello I am Pastor Clements from first Baptist Church here in Lexington Virginia I would love for you guys to come and visit us on Sunday morning our services at 11 AM. That starts the conversation.

## **Booth or Festival**

When there is a booth set up at a festival or some event it is very important that we have a reason for the person to stick around. Break a board when a free 30 days.

Enter your name into a drawing. Spin the wheel and get a prize. That starts the conversation

*"Have you ever taken martial arts?"*

*"Have you ever thought about taking martial arts?"*

*"Those children would love our classes!"*

And that we would go into making the appointment.



**TEST**

**1**

"\_\_\_\_\_?"

*How much are your classes?*

"\_\_\_\_\_?"

*He is eight years old.*

"\_\_\_\_\_"

"\_\_\_\_\_"

*I saw your sign as I was driving by.*

*"Great, \_\_\_\_\_ here at  
 American Freestyle Karate."*

*"What is your child's name?"*

*His name is Johnny.*

"\_\_\_\_\_?"

*No*

*"is \_\_\_\_\_?"*

*Oh, I would like for him to have some more respect self-discipline...*

*"Many of our parents \_\_\_\_\_."*

"\_\_\_\_\_  
 \_\_\_\_\_"



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\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_?

*Great*

*“Would Monday \_\_\_\_\_?”*

*Monday*

*“I have a 4:30 \_\_\_\_\_?”*

*6:30*

*“ \_\_\_\_\_?”*

*Yes*

*“ \_\_\_\_\_?”*

*Yes*

*“Great \_\_\_\_\_?”*

*555-5555*

*“We work \_\_\_\_\_”*

*Sure*

*“ \_\_\_\_\_  
\_\_\_\_\_ by appointment only. Fantastic  
I look for to seeing you guys Monday at 6:30.”*



# BOOTHS



## **Business to Business**

### **Big Brothers Big Sisters**

Mindset: We need to be in front of people

**IT IS ALL ABOUT YOU!!**

We need to make appointments that day and schedule them within 24-48 hours.

#### **Asking Permission**

What to wear – dress business (sharp)

What time to enter the business to ask – before 3pm

Introduce yourself “ Hi, I am David Clements and I am with Big Brothers, Big Sisters and we have been in the area at (and mentions a couple businesses) raising money for Big Brothers Big Sisters. We know everyone is tight on money these days.

Ask for the Decision maker – Manager or owner

If they say no – What would it take?

If they say yes – When would it be possible

#### **Booth Set – up**

Understand it is NOT about the booth, it is all about YOU!

Needs for the booth – Cloth, jar, banner (Big Brothers Big Sisters teaming up with (Name of School))

Stand beside or in front of table, don't camp out behind it.



## VIP

Mindset: Set a goal (example: Once I get 10 appointments I am going to leave, whether it takes one hour or ten.)

Everyone that leaves the store has to pay the toll –they have to talk to you.

Simple follow scripts to ask for appointments.

Follow up with texts (Ask for cell numbers)



## 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.





# INTRODUCTION CLASS



## **Introduction**

There are many different ways to enroll a new student in a martial arts school. A person may inquire about lessons through some type of advertisement or special but whatever the marketing tool used, one of the most preferred for the first class experience is a private introduction class.

There are different first impression points to consider when a new student makes contact with us. The first impression could have been made from a:

- Phone call or in conversation at a booth or festival or demonstration.
- the parking lot
- the storefront
- the person greeting them
- the way the staff is dressed and the way they conduct themselves
- the neatness and smell of the place
- disciplined class or lack thereof
- the observers of the class
- the bathroom

You see, there are a lot of different first impressions that go into the decision-making of an enrollment. It is important to keep this in mind when we know we have a potential new student coming in for their first martial arts lesson.



# Chapter 1 The Confirmation Call



When a person is scheduled for an introduction class they should be confirmed with a phone call the day of the appointment. If the appointment was made 48 hours or more out they should be contacted the day before and the day of. This is very very important.

The call will sound something like this:

*Hello this is \_\_\_\_\_ from American freestyle karate. Is Mrs. Smith available?*

*Hello Mrs. Smith this is \_\_\_\_\_ from American freestyle karate and I am calling to confirm our appointment tonight at six o'clock. Will you still be able to make it?*

If for some reason they cannot make it we must reschedule, so immediately we give another two times that are available.

*That is fantastic I know little Johnny is really looking forward to it. Will your husband be able to make it also?*

In the event the husband or spouse cannot make it attempt to reschedule a time when they can, offering two days and two times as soon as possible.

*Well that is fantastic I have you down for 6 PM tonight and you know where we are located? I look for to seeing you.*

*Hello this is \_\_\_\_\_ from American freestyle karate. Is Mrs. Smith available?*

*Hello Mrs. Smith this is \_\_\_\_\_ from American freestyle karate and I am calling to confirm our appointment tonight at six o'clock. Will you still be able to make it?*



*That is fantastic I know little Johnny is really looking forward to it. Will your husband be able to make it also?*

*Well that is fantastic I have you down for 6 PM tonight and you know where we are located? I look for to seeing you.*

Many times you will have to leave a message and this is what you should say:

*Hello this is \_\_\_\_\_ from American freestyle karate.*

*Mrs. Smith, I am calling to confirm our appointment tonight with you and your husband at six o'clock for Johnny. If for any reason you and your husband are not able to make it please let us know because we work by appointment only.*

*I know little Johnny is really looking forward to it.*

*We are located in the tractor supply shopping center again, if you need to reach us the phone number here is 540-463-2467.*

There are times during this call when the person will ask about price.

*When you come in this evening we will go through all your different options.*

The same rule applies as in the information call script. If they ask for the third time we tell them.

Statistically speaking if we do not confirm the appointment the majority of people will not show. If we have to leave messages the majority of appointments will not show. It is always best to talk with a person. This should be kept short and sweet no conversation.

If an appointment does not show a call should be placed 10 min. after the appointment time.



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*Hello Mrs. Smith this is \_\_\_\_\_ from American freestyle karate we had an appointment tonight at six o'clock...*

If this appointment legitimately forgot they will happily reschedule do it as soon as possible. If you have to leave a message which is usually the case we finish by saying:

*I know things get crazy this time of year but we sure missed you tonight. Again, we work by appointment only so please call me back so we can reschedule a look for to giving little Johnny his first martial arts lesson again my number is 540-463-2467.*





# Chapter

# 2

# The Greeting



The staff member in charge of the introduction class should never be surprised when an appointment shows up for their first private lesson. The appointment should be on the books and the confirmation calls should have been made.

Therefore, we know the person's name and the child's name when they walk through the door. We should also be looking for them 15 min. ahead of time.

The program director should be at the door greeting this potential new student.

*Good evening! Welcome to American freestyle karate! My name is \_\_\_\_\_ and I am the program director here at American freestyle karate, you must be Mr. Smith, Mrs. Smith, and this must be Johnny...*

*One of the reasons parents enroll their children in martial arts programs is for the different life skills that we teach. One of the factors that play into this is showing them the ability to control their child. When we introduce ourselves and shake the hands of the parents (review how to shake hands), we turn our attention to the child...*

*Hello Johnny, here, can you shake my hand? T? there you go, squeeze it but not real tight, don't hurt me, now look me in the eye... when you shake someone's hand always look them in the eye.*

Most children will not look you in the eye so when we say that part we take our two fingers put it underneath their chin and raise their head up to look at us.

If the child did a great handshake complement the parents on it.

*Johnny are you ready for your first black belt lesson?*

*One of the best things about martial arts is you get to do it barefooted.*



*Go ahead and take off your shoes and put them against the wall there and put your socks in the shoes.*

*Mom and dad let me have you sit down and fill out this top portion right here and I will go over the second part with you.*

*I will be back in a few seconds.*

What we have done is created compliance. The child is putting their shoes against the wall and the parents are seated filling out the information sheet that we call a personal analysis sheet. We take a few minutes to leave them alone so we can make ourselves look busy so we do not get in a conversation with one parent while the other is filling out the sheet. Remember we want to control the environment.





# Chapter 3 The Personal Analysis Sheet



# CHILD PA



This personal analysis sheet is very important to gathering information that will help the parents or student decide whether martial arts is for them. It also helps us from a liability standpoint and a tool for us to gather information to give them the best value.

Make sure they have filled out their phone number and e-mail as these are the places that are neglected.

***What would you like to get out of our martial arts program?***

No matter the answer they give ask: ***and what else?*** This gives them a moment to really think about the answer and may be a little deeper.

The next portion will be general information about the school the grade and the teacher.

The next portion determines what type of student the parent thinks they are.

The next portion is other activities.

The next portion is medical concerns and we need to know!

The last portion is very important

***Rate these columns of importance one to 4. 1 being the most important for you 4 being the least.***

Once they have filled it out and handed the clipboard back to you, look at it and if self confidence and self discipline is rated as one and two say:

***That is fantastic 80% of our parents rate these the same way.***



This gives social proof.

If self-confidence and self-discipline are rated as number one and two there is an 80% chance they will enroll. If physical fitness and self-defense are rated one and two it is more difficult to get this person to enroll because they do not put as high a value on life skills.

Take a good look at what they would want to get out of our program and how they rated these columns and refer back to these things during this introduction class.





# Chapter 4 The Tour



At this point we are ready to start the class but we want to take them on a tour whether physically or visually around the studio to explain a couple vital things.

*Now before we get started let me take you on a tour of our school. It will be a short tour because here it is. Come over here to the mat.*

*Johnny when you come to class I want you to come in calm cool and collected this is not a playground we always ask permission to go onto the mat. And once permission is granted then we bow to show respect to the mat.*

*You bow just like this...*

*Now you try it...*

*Great good job!*

*In Japanese this is called the dojo and in Korean, it is called the dojang. It basically means the gym.*

*See how squishy it feels that way if you fall you do not get hurt.*

*Now if you look at our walls we have a slogan that says we do more than punching and kicking you see the belts on the wall each belt has a word associated with it and we talk about those words in each class. You see white belt as self-control and our definition is control your mouth and body.*

Point to your mouth and when you say the word body stand at attention and smack your legs.

*Now Johnny remember this because I will ask you these definitions later.*

*The yellow belt is respect and our definition is be nice to people and things. Say be nice. And the word for orange belt is self discipline (go over to the wall at the blackboard and point out the word we are using for the week). See we do much more than punching and kicking.*

Look at the parents when you say the next part.



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*The next graduation will be \_\_\_\_\_ and Johnny should be ready to test for his yellow belt then.*

*We are a black belt school the goal here is black belt it is not yellow belt it is not green belt or brown belt it is black belt. We teach our people what we start something we finish it. We are very goal oriented.*

*This is our Pro shop everything you need all the way through black belt you get through us we will tell you what you need and when you need it and everything has been authenticated by our insurance company and it is safe.*





# Chapter

# 5

# The Class



Now we begin the physical part of the introduction class. This will involve some martial arts and some life skill exercises.

Before we start the physical part of the class we should have a uniform top for the potential student to wear. When the parents are filling out the personal analysis sheet, this gives us the opportunity to size the child in our mind and go get a uniform top that would fit them.

*Okay Johnny let's put your uniform top on this goes on like a robe.*

## **The warm up**

*The first thing that we would do in a class is to warm up but I want us to practice focus also. We will do jumping jacks as fast as we can and when I say "attention!" I want you to put your hands by your side and your feet together and yell "sir"! Can you do that? Say yes sir.*

Do this two or three times and have some fun with it.

## **The angry exercise**

*Johnny do you ever get angry? Let's pretend we are playing basketball and I shot the ball and you try to block it but you hit my face when you were doing it. And boy did I get upset and I can just feel myself getting angrier and angrier. And you start laughing at me. Should I stay or should I walk away.*

You can have some leeway with this exercise it should be very short.

*When you feel yourself starting to get very angry and somebody is trying to urge you into a fight or trying to get you angry your try this:*

*turn sideways put your hands out like this and say," stop right there I am too angry to talk right now I need to walk away!" And walk away.*



Practice that a few times having them get loud with her voice and interact with them.

## **The fight exercise**

*Johnny if we were on the playground and someone wanted to fight us we step back the same way and put our hands out the same way and we yell really loud, "stop right there I don't want to fight you!"*

Do this a couple times.

## **The stranger danger exercise**

*Now Johnny if someone tried to grab us we do the same thing we turn sideways put our hands out and say, "stop right there you are not my daddy!!"*

Do this a couple times.

## **Karate class**

*But Johnny if we were in a real situation we would turn sideways and instead of having our hands open we would close our hands like this... Roll your fingers down and put your thumb on the bottom.*

back fist

reverse punch

back fist, reverse punch

Bend over stretch, Stand on one leg

front kick

back fist, reverse punch and front kick

"I know I can do more than I think I can"



## Board Break

(optional; wrist escape, duck, jump, kicking the bag)

Close-- I am somebody!

*He is going to do great...*

*So what was your favorite part of the class...?*

From the time the appointment shows to this point should not last more than 15 to 20 min.





## **OVERCOMING OBJECTION**

### **BASIC PROGRAM BULLETS**

#### **I can't afford it.**

Is it the **downpayment** or **monthly** payment?

If someone asks, "What is the downpayment?"

(The downpayment is a portion of the overall tuition to make the monthly payments less.)

#### **Downpayment**

Well that's ok, just pay half now and half in two weeks (month).

Absorb it in the monthly tuition.

If someone does not have money today, they can post date a check or give their credit or debit card to run at a later date.

#### **Monthly payment**

How much did you have budgeted for Johnny's martial art classes?

(129) Can you do 32 dollars a week?

#### **Attendance based**

Well, I am NOT going to let money get in the way of "Johnny" taking martial art classes!

Typically a person attends eight times a month. If you came only 6 it would come to only 96 dollars a month, how does that sound?



How about 24 dollars a week

We have a once a week program, for 60 dollars. ***I would strongly suggest and I think you would agree...***

Family Members

Limit attendance

Offer percentage off (February)

If someone does not have money today, they can post date a check or give their credit or debit card to run at a later date.

## **Time... 6 months**

Six months is no time.

You can cancel with a 30 days notice.

First 30 day money back guarantee.

Sports

70 percent of our students play sports, that is no problem. The tuition schedule is set up on time, but the program is finished when he gets his purple belt.

If the client does not have the money now, have them write a post dated check, or get the debit or credit card number and run it upon the agreed date.





## Receiving Moneys

**Overview:** The procedures of receiving and recording money at the place of business.

**Person Responsible:** Any staff member on payroll should be able to do these procedures. The Chief Instructor is responsible for the cash flow in the martial arts school.

**Receipt Book:** The receipt book should be in a safe, easily-accessible place. It should be a duplicate receipt book from which the customer can be given a receipt. We handwrite all of our receipts.

**Filling in the Receipt:** The writing should be clear and legible. Customer's name, date of transaction, the amount of money received written out in check form, and itemization of merchandise sold. For tuition, record month or program they are paying for.

If applicable, when people are making compression payments, write 1 of 1, 1 of 2, etc. Staff members should initial the receipt and tear off the top copy and give it to the client.

Also check on the receipt whether payment was made with cash, credit card, or check.

**SPECIAL NOTE:** All transactions that are \$100 or more, write "No Refund" on the receipt. This applies to all tuition.

**Merchant Card Machine:** Swipe the customer's card or enter in the numbers, and then enter sale amount.

Press the green button.

Have customer sign the merchant card machine paper and print out another slip for them.

Any tuition or program moneys should also be recorded in the receipt book.

**End of Day:** Make sure the merchant card machine is settled out for the day and the final strip is run. Tear it off and match it up to the merchant card machine receipts. Staple them together. While filling in the statistics for end of day, refer to receipt book and merchant card machine strip for accurate account of all moneys.

