



UPCOMING EVENTS – St. Louis and Long Island

REGISTER NOW!!

UP Business Symposium - St. Louis, MO - June 6th

Holiday Inn at the Airport

10:00AM - 1:00PM

- Implementing a solid budget and business plan
- Establishing a unique, modern, safe and clean martial arts school and environment
- Focus on a good marketing plan to actively recruit students
- Keeping the students and family members happy
- Plan on expanding to multiple locations
- Class Management for successful teaching

Free to Area UP clients – open to all schools.

Non UP schools \$99 per person

Call Jeannie to register 877-787-4542 ext 714

Ultimate System Driven Event - Long Island, NY - June 12th thru 14th

This event is an EVENT for your entire staff. A well run lean school should have a staff trained in all the systems, teaching, enrollments, retention, revenue generators and upgrades. We will give you two days of intensive training to make sure this happens.

Friday 11:30AM to 5PM - Start with "Changing your community on black belt at a time" - get everyone to buy into the vision and then explain how we do it by building black belts from the inside out.

SYSTEMS for creating a successful school...

1. Physical layout
2. Incoming calls
3. Confirmation calls
4. Prospect package
5. Intro lessons
6. Program presentation
7. Overcoming objections

Internal marketing events – how to market, what to do and how to convert these people to students. Outgoing calls that produce high attendance. White Belt Buddy Bash

Birthday Parties

VIP Parties

Parents Night Out

Saturday 11:30AM – 4:30PM

Organizing a beginner class... Protocol

Curriculum

Age appropriate warm-ups (performance training)

Line-up

Run it out

Using names

Maintaining control

Creed – re-enforce the creed

Class format and planning

Coaching

Becoming an animated instructor

Spotlight

Highlight

Using training aids to bring out the best in student

Goal setting – and teaching format

Mat chats

What we did

Ending Creed

You gotta be here

Prep zones

Talking to parents

The Crucial first 90 days... Attendance

MIA calls

MIA letters

GJN

Sticky Letters

Leader for the day

Recognizing good behavior

Successful and meaningful stripe tests

Powerful graduations

Progress checks

Cards, birthdays, anniversaries and Thank you notes

Handling "I lost my interest"

Masterfully designed upgrade programs... Opportunities to upgrade

Upgrade presentation

Dividing the expiration list

ABC students

The benefit driven school

Opportunities to teach benefits

Identifying benefits

Teaching benefits

Experiencing benefits

Sunday 9AM – 12 Noon - Business Boot Camp

Closest Airport is McCarther - Islip Long Island

Hotels

Hampton Inn @ \$199 per night - (631) 732-7300 www.hamptoninn.com

Residence Inn @ \$179 per night - (631) 475-9500 www.marriot.com

Crowne Plaza @ \$119 per night - (631)758-2900 www.crowneplaza.com

Event Location THEODOROU MARTIAL ARTS 1245 MIDDLE COUNTRY RD., SELDEN , NY, 11784

Call Jeannie to Register 877-787-4542 ext 714 \$299 per person or your entire staff for \$995