



Marketing and The Four Pillars Quiz

1. What is Marketing?

2. Which of the following is an example of marketing?

- a. The 'Class Descriptions' page on the studio website
- b. An Instagram post showing students at a studio-sponsored fundraiser
- c. An ad for a 'New Student Intro Program' in a local newspaper
- d. The color of the carpet in the lobby
- e. All of the above

3. What are the Four Pillars of Marketing?

- 1. _____
- 2. _____
- 3. _____
- 4. _____

4. Circle the pillar associated with each of the following activities:

Taking attendance	1	2	3	4
Facebook advertising	1	2	3	4
Scheduling an intro	1	2	3	4
The enrollment conference	1	2	3	4

5. Sales is a transfer of what? _____

6. What do each of these staff members do to influence the success of the 3rd Pillar "Sign them up?"

Admin / Front Desk: _____

Instructor: _____

Marketing Manager: _____



Basic Statistics Quiz

1. Why is it important to track statistics?

2. What are the 5 Basic Statistics we track?

1. _____ 4. _____
2. _____ 5. _____
3. _____

3. What target percentages are we trying to reach in the following:

1. Percentage of Prospects who scheduled an intro: _____ %
2. Percentage of Intros who enrolled for ongoing classes: _____ %
3. Attrition Rate: _____ %

4. Calculate the percentage for the following studios:

STUDIO A

Has 150 active students
Generated 50 new prospects
Scheduled 45 intro lessons
Enrolled 20 new students
Had 3 students withdraw

Prospects to Intros = _____ Intros to Enrollments = _____ Attrition Rate = _____

STUDIO B

Has 235 active students
Generated 80 new prospects
Scheduled 25 intro lessons
Enrolled 22 new students
Had 7 students withdraw

Prospects to Intros = _____ Intros to Enrollments = _____ Attrition Rate = _____

5. Circle the pillar each studio should focus improving in the coming weeks:

STUDIO A: 1-Get the phone to Ring | 2-Get Them in the Door | 3-Sign Them Up | 4-Keep Them

STUDIO B: 1-Get the phone to Ring | 2-Get Them in the Door | 3-Sign Them Up | 4-Keep Them



Advertising Quiz

1. Which of the Four Pillars includes Advertising?

2. What is our most valuable marketing asset?

- a. Our website
- b. Our intro program
- c. Our prospect list
- d. Our Facebook page

3. Are the following strategies Internal or External marketing? Circle one for each:

Buddy Week	Internal	External
Facebook Ads	Internal	External
Bandit Signs	Internal	External
Valentines	Internal	External

4. What is Lead Farming?

5. All advertising strategies should include what?

- a. A method for collecting contact information
- b. An enrollment offer
- c. A link to our website
- d. Testimonials

6. List 2 examples of Seasonal Marketing?

7. List 2 examples of Ongoing Marketing?

8. Our marketing strategy works best when

- a. We offer significant enrollment discounts
- b. We consistently use a combination of strategies
- c. We use images of beautiful people
- d. We advertise to high income members of our community



Pillar Two – The Prospect Pipeline Quiz

1. Who is a prospect?

- a. a member of our local community
- b. a former student
- c. someone who has expressed interest in our programs
- d. a student at a competitor's studio

2. List at least 3 steps in a general prospect pipeline:

- 1. _____
- 2. _____
- 3. _____

3. Scripts have been carefully worded and should be memorized and used exactly as stated.

- a. TRUE
- b. FALSE

4. If we don't get a hold of a prospect within 24 hours, we should add them to our general prospect list.

- a. TRUE
- b. FALSE

5. Why is it important to use several different communication methods in the prospect pipeline?

Discussion: Review current prospect pipeline. Make sure all team members know what information is being communicated to prospects before they come to class. Identify who is responsible for working which step(s) of the pipeline.



The Info Call Quiz

1. What are the four priorities in an info call?

- a. _____
- b. _____
- c. _____
- d. _____

2. Why is collecting payment for an intro important?

- a. It improves the show-up rate
- b. It increases revenue
- c. It covers the cost of the instructor's time
- d. It's not fair for prospects to take free classes

3. List some things you should find out about the prospect during the info call:

4. The Info Call Script should be followed exactly. TRUE OR FALSE? Explain:

5. In the Info Call, you assume the role of:

- a. Confidante
- b. Customer Service Representative
- c. Salesperson
- d. Expert

6. The Info Call is part of which of the four pillars?

- a. Pillar 1: Get the phone to ring
- b. Pillar 2: Get them in the door
- c. Pillar 3: Sign them up
- d. Pillar 4: Keep them



Price Avoidance Quiz

1. Why do we avoid giving prices over the phone?

- a. We want the prospect to judge our program on more than price
- b. We try to price our programs at the upper end of tuition rates in our area
- c. It directs the focus away from a conversation about the benefits we offer students
- d. All of the above

2. How can using price avoidance strategies increase the number of intro lessons we schedule?

3. Place the following price avoidance strategies in the correct order from 1 to 4.

_____ Restate or focus on the intro program

_____ Schedule a time to discuss

_____ Ignore

_____ Give a range

4. What is the range of prices you should quote a prospect?

- a. The average tuition rate of all available programs
- b. The lowest tuition rate available to the highest tuition rate available in the studio
- c. The program tuition most students similar to the prospect will pay to the higher tuition rates of upper level programs they will become eligible for over time.
- d. The cost of the intro program to the lowest available tuition rate.

5. What are the ranges we should quote for programs in our studio?

6. If you end up giving a range of prices during the info call, did you fail? Why/why not?



Pillar Three - The Intro Lesson Quiz

1. What are the specific things we can do to create a great first impression in an intro lesson?

2. Explain the value of and how to accomplish each of the four objectives in an intro lesson.

FIND OUT

EVALUATE

EDUCATE

INSPIRE

3. What are three observations we make for the prospect after the intro lesson to prepare them for a successful enrollment conference?

Discuss: As a team, review the format of your intro lesson. What procedures do staff need to know? What roles do individual team members play in the execution of an intro lesson? How are intro lessons going? Are there changes to the system that might increase enrollments?



Pillar Three - The Enrollment Conference Quiz

1. What is the Enrollment Conference?

2. When does the Enrollment Conference usually take place?

- a. During the Info Call
- b. After the trial is completed
- c. After the first group class
- d. When the prospect asks about tuition rates

3. Ideally, who should be present for the Enrollment Conference?

- a. The prospect
- b. The parent
- c. The instructor
- d. All decision makers

4. What is "Dump Trucking"?

5. What is the most important reason "dump trucking" is dangerous?

- a. Too much information can confuse the prospect
- b. If the prospect objects, you don't know what part of the offer they objected to
- c. Too many choices lead to more buyer's remorse
- d. It takes too long

6. Mark the order of the items presented in the Enrollment Conference from 1 to 4.

_____ the monthly tuition rate

_____ the class schedule

_____ the term

_____ the down payment

7. If the instructor isn't doing the Enrollment Conference, what are some things they can do to help the Enrollment Conference be more successful?



Pillar Three - Objection Handling Discussion Questions

1. Who is responsible for sales at the studio?

2. Describe the strategy for handling each of the following common objections:

The Down Payment: What is the Down Payment? What is the Down Payment for?

The Monthly Tuition: That rate is too high.

The Program Length.

3. Discuss the following additional objection and strategies for handling it:

The Spouse Objection: I need to talk to my wife / husband / partner.

4. What “deals” are staff authorized to make to complete an enrollment? Discuss & Clarify

- Splitting the down payment into two payments
- If in the middle of the month, offer free tuition for the remainder of the month
- Holding an ‘offer you can’t refuse’ until the end of the day

5. What is the “Take-Away Close” and how is it powerful?



DNS - Discussion Questions

1. What does D.N.S. stand for?

2. When is a student considered DNS?

- a. After missing one month of classes
- b. After missing one week of classes
- c. After missing one class
- d. After missing two classes in a row

3. What should an instructor do if they have a DNS student?

4. Who is responsible for contacting DNS students?

5. Which Pillar of Marketing does the DNS system support?

- a. I - Get the Phone to Ring
- b. II - Get them in the Door
- c. III - Sign Them Up
- d. IV - Keep Them

6. Circle the items that could be communicated to the student in the DNS contact:

We missed you in class

Special training they may have missed

You're in trouble for missing class

We are still charging you tuition!

Info about upcoming events

Is everything okay?

Discuss: What is your current system for tracking attendance, identifying and contacting DNS Students? What are the roles of each team member in this system?



The Student Pipeline Discussion Questions

1. Which are objectives of the student pipeline? (circle all that apply)

- a. Help orient the student to the studio culture
- b. Educate the student about additional opportunities available at the studio
- c. Help the new student develop a long-term vision
- d. Provide additional support during the student's first few months at the studio
- e. Help the student make the mental shift from "taking a class" to "becoming an artist"

2. Why is it important for all staff members to be familiar with the content students are receiving as part of the Student Pipeline?

Discuss: Review your current Student Pipeline. Make sure staff know what information is being Communicated to students and are prepared to answer questions or provide more information as necessary. Identify who is responsible for working which part(s) of the pipeline.



Higher-Level Messaging

1. List 5-10 of the most important benefits students get from training at Dancin' Dreams.

2. What is an important benefit you have received from practicing your art form? (if applicable)

3. What are some ways that we communicate these benefits to our prospects and students?

4. What are some specific ways we help our students get these benefits for themselves?

5. What positive results come from a studio-wide focus on higher-level messaging?

Discuss: When you hear about a student having a positive experience related to our Higher-level messaging; gaining new confidence, learning to be disciplined, setting and achieving an ambitious goal, etc. How can you help record that experience to be used as a testimonial?