

# BLACK BELT **MANAGEMENT**

A STRATEGIC REPORT FOR OWNERS AND OPERATORS

## Part 2 - Building a Professional Enrollment Presentation Binder

**A** professional enrollment presentation binder serves two important purposes. First, it makes for a detailed and consistent sales presentation to prospective members. With everything in writing and presented in a step-by-step fashion, a new student leaves the sales presentation with a crystal-clear understanding of the school's enrollment policies. Second, a professional enrollment presentation binder (from here on out called an enrollment binder) streamlines the training process for bringing new staff members to a level of competency where they can easily and confidently present the school's programs and prices.

Last month's Black Belt Management report outlined the reasons for using an enrollment binder and provided you with a ready-made insert for your own binder called The Questions that Qualify. In this month's Black Belt Management report a complete overview of an enrollment binder and some new pieces to assist you in building your own are provided. Please note that the NAPMA Professional Skills video this month features a business segment on the use of the enrollment binder described in this report. If you already using an enrollment binder, you may find some of the materials supplied here helpful in upgrading your current presentation. The design and layout of an enrollment binder may vary depending on a number of factors. The various programs you offer, special services you provide and your personal tastes and prefer-

ences will have an effect on how you construct your own presentation. Whatever your enrollment binder ends up containing, keep in mind the following key points:

1. It needs to look professional using high-quality images and written in a manner that's brief, easy to read and emotionally powerful.
2. The binder as a whole is designed as a short presentation that goes straight to the point.
3. It is constructed in a fashion that helps to overcome enrollment objections before the prices are revealed.

***"Using an enrollment binder has increased my new enrollment director's sales success by ninety-five percent. The step-by-step approach has taken all the fear out of the enrollment process and made it easier to sell our courses."***

***– Chris Natzke, Denver, CO***

### Overview

On the following pages is an outline of a standard enrollment binder. The full-color, camera-ready "benefits" pages are included on this month's CD-ROM. The remaining pages in this report are meant for you to produce on your own.



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## On the Cover

The front cover of your binder presents the opportunity to begin talking about the benefits of membership in your school. For one, you're a member of NAPMA and proud of it! You've received training and educational materials on a variety of revolutionary, innovative and important national programs such as *EZ Defense™*, *Little Ninjas™* and the *NAPMA Children's Curriculum™*.



This full-color front cover is available on your NAPMA CD-ROM.

These materials, along with your own considerable experience, have created a martial arts curriculum and program second to none. A camera-ready page of NAPMA logos is included in this month's package.

## Pages 1-2

The purpose of these first two pages is to "blow your own horn" about your teaching team and the value and recognition of your school in the community.

## Your Teaching Staff

When presenting your program to prospective students, it's the perfect time to point out all the various talents of your instructors and assistant teachers. Everyone on the team lends their experience and particular skills to the school. Building each team member up in the eyes of new students helps your teachers to have a more powerful impact in the classroom.

### Page 1



### Page 2



## Testimonials or News Pieces

Here is a great place to include testimonials from happy students or a newspaper story on your school.

## Pages 3-6

### Benefits

First, a picture is worth a thousand words! Second, selling the benefits of studying the martial arts is what overcomes most objections to enrollment. To help you present the benefits of the martial arts in the best light possible, we've blended a powerful and positive image

## Pages 3 & 4



## Pages 5 & 6



Look at these beautiful full-color benefits pages the NAPMA art department has created for your convenience! These four pages can be found on this month's CD-ROM.

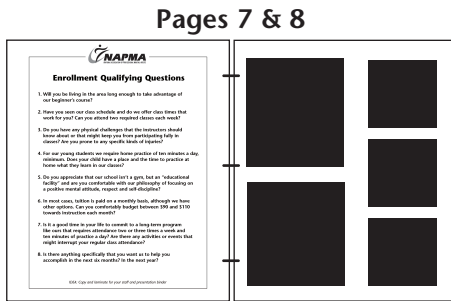
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with a "cheat sheet" of some of the most important benefits derived from martial arts training. Here are four pages of benefits for four individual student groups (available on CD-ROM only): *Little Ninjas™*; children; adult martial arts; and adult Fitness Kickboxing. While an enrollment director may not want to go down each benefit line-by-line, he or she can use the list to highlight any points that need to be reinforced with the prospective student before the issue of money and tuition is broached.

## Pages 7-8 Questions that Qualify

It's a fact that asking a prospective student the right questions and then listening carefully to the answers has more to do with a successful sale than any other part of the presentation. The "questions that qualify" cut to the quick with intelligent fact-finding inquiries that will help you get closer to closing the sale. The page opposite the "questions that qualify" is a good place to include more images reflecting your school's positive atmosphere.



NAPMA's Questions That Qualify were supplied in the January 2002 package.

### Pages 7 & 8

## Page 9

### Prices for Preschool Programs

After the "questions that qualify" have been discussed with the prospective student and any potential enrollment obstacles have been overcome, it's time to present your prices. To make a sales presentation as simple as possible and avoid any confusion, it's a good idea to present your various programs on separate pages. If you're enrolling a five-year-old in your preschool program, there's really no need for the prospect to have to visually sort through the pricing on all of your programs. The focus is just on the payment methods and options for the program servicing the youngest members of your school.

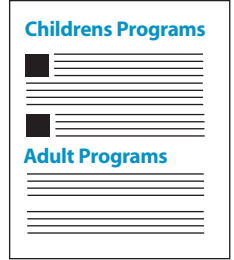


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## Page 10

### Prices for Child or Adult Membership

If your children's programs are priced the same as your adult programs, then both can be presented on one page.

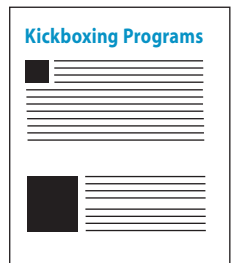


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## Page 11

### Fitness Kickboxing and other Programs

One of the big benefits of using an enrollment binder is the ability to zero in on specific programs. Individual pages describing the pricing and payment options simplify the presentation for prospective students.



Page 11

## Page 12

### Family Plans

You can avoid having to use a calculator and notepad to find the best method of payment if you have all of your family plans priced in advance, along with a variety of payment options.

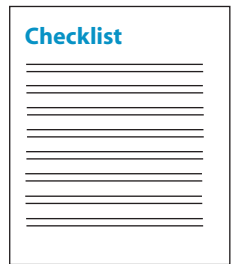


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## Page 13

### Enrollment Checklist

When a potential student has chosen an acceptable method of payment, they're now a part of your school! Congratulations are in order as is a review of all pertinent information about membership. Having an enrollment checklist can help an enrollment director to insure nothing important is left out of the enrollment process.



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**Please Note:** This month's Black Belt Management report accompanies the business segment on the NAPMA Professional Skills Workshop.

