

THE LESSON ROOM | BY PETE GAMBER

Welcome to the Jungle 4

Do you convert music lesson inquiries into new students? Do you keep track of your staff's student-conversion stats? GC Studios does.

While at the recent Retail Print Music Dealers Association conference in Tampa, Fla., my wife and I visited two music stores with lesson programs. One was the recently opened GC Studios at the Guitar Center in Sarasota, Fla. The other was an indie music store.

The indie store had a great vibe, but the lesson center staff was too busy sitting around and texting. They weren't trained in any selling or closing skills. In contrast, GC Studios had a trained staff member whose sole job was selling music lessons. I was glad she wasn't in my local area, so I wouldn't have to compete with her. In only a few months, this GC location had gone from zero students to more than a couple hundred — and not by accident. Music lessons are a product, and GC Studios works at selling them like any other product.



Lessons from my visit to GC Studios in Sarasota, Fla.

asked us questions, such as, “Do you already play?” and “What style of music do you want to learn?”

She also asked if we were both interested in taking lessons and offered to get us scheduled together so we could come in at the same time.

Since I knew where this was headed, I explained that we were just gathering information and needed to check our schedules. She replied that she could set us up on the flex program, which lets players drop in on their available times. Darn! She was even trained in handling objections.

THE LESSON ON LESSONS

So what's the lesson to be learned from this? You are missing out on music lesson signups, while GC Studios is not. You'd better pray they don't move into your part of the jungle. You need to make every music lesson inquiry be counted and converted.

Most indies dispense information and tell customers to check out the store's website. Staff can't explain what books the teachers use or what they teach.

Did you notice I didn't tell you how much the lessons cost at GC Studios? That gets discussed after I've been filled in on how “cool” they are. At the indie shop I visited, price was the first piece of information discussed.

Develop a training program on how to sell the fun and excitement of taking music lessons at your store, and give the grand tour of your own lessons facility.

As you know, I couldn't sign up for music lessons at GC Studios, so I said we needed to go home and think about it. She took down our information, so when we called back, it would be easy to be placed on the schedule.

A week later, I got a follow-up call from the girl asking, “Did you have any more questions about the lessons?” **MI**

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