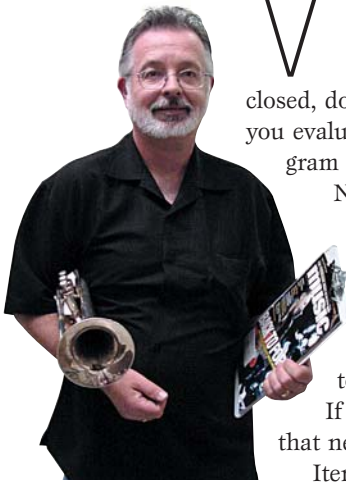


THE LESSON ROOM | BY PETE GAMBER

# Lesson Program Evaluation



When was the last time you looked at the visibility of your store's lesson program with an analytical eye? If it's been awhile, you could be losing potential students.

Start outside your store. How's your lesson program's "curb appeal"? When customers drive by after you're closed, do they know you have a lesson program? When was the last time you evaluated the way your staff handles questions about your lesson program over the phone? Is your staff awesome or a bunch of bozos?

Now go inside. When was the last time you evaluated your staff's ability to engage "non-asking customers" about lessons when they bought gear, picked up a repair, returned a rental or were "just looking"? Is your staff trying to sell your lesson program or complaining that no one's asking about it?

If your music lesson numbers aren't where you'd like them to be, this evaluation sheet (below) can help. Use it as a checklist. If you can't check an item in good conscience, consider it an area that needs attention.

Items that are non-existent, like not having lesson literature, aren't a

training issue, so they're usually easier to fix. Start there. Training issues, like handling the phone, will take more follow up and follow through to implement. Have every one of your staff members fill out the evaluation and compare notes. Improvements could happen fast!

I've only mentioned a few items needing evaluation. There's more, so stay tuned for part two of this article. **MI**

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SPECIAL MUSIC LESSON CHECKLIST CUTOUT

## Music Lesson Checklist

FOR PROGRESSIVE MUSIC RETAILERS **music**

PUT A CHECK NEXT TO EACH ITEM THAT APPLIES TO YOUR STORE.

TELEPHONE

### Can employees answering the telephone:

- Explain music lesson rates and give a general explanation of the program?
- Check for teacher availability?
- Provide background information on teachers?
- Ask customers about whether they currently own an instrument?
- Close the "sale"? (i.e. Ask if the customer wants to sign up?)

ADVERTISING

### Does your store:

- Advertise its lesson program from the "curb"?
- Feature visible signage about the lesson program when a customer walks in?
- Feature visible printed materials about the program?
- Get customers in a database for lessons when they buy product?

IN-STORE

### When customers come into your store, can employees:

- Explain music lesson rates and give a general explanation of the program?
- Check for teacher availability?
- Provide background information on teachers?
- Get the lesson sign-up instead of giving customers the teacher's phone number?
- Close the "sale"? (i.e. Ask if the customer wants to sign up?)
- Put customers on a waiting list in case the schedule's full, or the customer wants a specific time?
- Recommend the books a teacher uses?