

THE LESSON ROOM | BY PETE GAMBER

Invest in Lessons

Return on investment (ROI) is a big part of planning for the financial success of your business for the new year. But did you know that ROI in your lesson program can be better than any other product line or department in your store? There are a few different areas in your music lesson program where you can invest for little or no cost and still yield great returns. Here are a few:

LESSONS STAFF: What can you do to help the professional development of your teaching staff? If your teachers are more successful, so is your business. Start with a monthly teaching staff meeting. Have one of your teachers do a presentation on what's working for them with their students, and discuss everything from overcoming student payment challenges to finding new students.

Make sure your teachers are connected to music industry groups such as the D'Addario Education Collective and the Sabian Educator Network. Posting an update on teacher profiles on your website and in-store literature shows teachers that your store is backing them which will in turn result in happy students and a burgeoning lesson program.

LESSON ROOMS: When was the last time you took a hard look at your music lesson rooms? To customers, unkept lesson rooms send the wrong message. To your teachers, messy rooms tell them that you and your store really don't care about lessons.

You don't need to complete a full remodel. A bottle of Windex, a new set of light bulbs, and renting a carpet cleaning machine won't break the bank but will do wonders for morale amongst your teachers and help send a positive message to your students.

TRAINING: Training your store's staff on your music lesson offerings is huge! You don't stock an important new product without training your staff about it, so why aren't your teachers treated the same way? Your staff is what sells your customers on taking lessons at

your store. They need to know who your teachers are and what they're good at. Your staff needs to be excited about your teachers, just like that new guitar your store is stocking.

PROMOTIONS: Having music lesson fliers with your phone number, website and social media channels ready to hand out to a perspective music lesson customer is key. Personalize it by writing the name of the teacher you or your staff member recommends for them and then offer your name and tell them to call you if they have questions.

Make sure to hand out these fliers with every completed repair, during school music functions and with every rental that goes out.

STUDENT PERFORMANCE EVENTS: Would soccer be really popular if there were no games? No, enough said! Students want the opportunity to perform in front of their friends and family, and their family wants the opportunity to see them perform. Be sure to offer plenty of performance opportunities throughout the year. They don't cost much, and they drive new traffic (i.e. grandma and grandpa) into your store. This investment pays dividends for decades. **MI**



Posting updated teacher profiles on your store's website and social media boosts morale amongst teaching staff

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