

THE LESSON ROOM | BY PETE GAMBER

Powerful Partnerships

know it seems obvious, but have you analyzed how the partnership of print music and music lessons is working in your store? I mean looking beyond a new student starting lessons and your store selling a handful of books.

What if I told you that you could increase your print music sales by significant numbers via your music lesson program? How about increasing your music lesson program's retention rates through your print music sales? That's the type of partnership you should have between print music and lessons. And all it takes is having a plan and implementing it.



PROMOTE YOUR MUSIC LESSONS. Selling print music benefits your music lesson program by creating leads for new lesson students. Every time a potential customer visits your shop to buy a beginning band book, it gives you an opportunity to promote your music lesson program.

When a customer is looking for a book to teach themselves piano, guitar, drums or ukulele, seize the moment, and let them know about your awesome teachers and the programs you offer.

You can also place a sign on the display rack — right above your guitar method books — that says, “Our teachers recommend these books.” It will do wonders to draw attention to customers that already take music lessons.

Developing a strong partnership between print music and lessons can boost sales and increase retention rates

STUDENTS NEED BOOKS. It sounds simple enough, but do all of your teachers use books when they teach? Do you know what books your teachers use? Do you have these books in stock for new students to purchase when they start their lessons? If you aren't organized with these details, you're losing sales

revenue and sabotaging the success of your music lesson program.

How can a student start taking lessons and go home without anything to work on? They can't — it's a wasted lesson. Books provide an organized format to teach music lessons. They also provide materials for students to remember what was taught.

USE DIGITAL SHEET MUSIC. You can't stock every title in your store, and that's why digital works great! A student can download the music before their lesson and play the song during their lesson. It's immediate; that's why it's a great way to access “fun music.”

These “fun books” also provide materials for students to perform at student performance events. You should have fun books for everything you teach.

HOST SPECIAL EVENTS. It's not rocket science; it's creating an event for your students to perform what they've learned. By hosting a summer beginning concert band that utilizes a movie book or patriotic book, or a themed event such as a tribute to The Beatles for any level students, it encourages parents to purchase songbooks.

Besides selling books, you can have a tuition fee for these special programs, which adds to your profits.

Once you take a look at the possibilities of the partnership between print music and your music lesson program, and develop your plan and implement it, some awesome results will happen! **MI**

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