

THE LESSON ROOM | BY PETE GAMBER

Lesson Rooms Sales

Most music retailers assume sales will increase automatically due to having music lessons, but why assume? Your music lesson students spend more time in your lesson rooms than in your retail sales area. Create sales opportunities by marketing your products via your lesson rooms using a strategic plan. Implement this method to sell excess products from 2017. By using this plan, in conjunction with your product purchases at the Winter NAMM Show, you'll create more sales in 2018.



Develop a plan this year to grow gear sales through your lesson rooms and programs

How many minutes do your students hang out before or after lessons, checking out gear? Most students get dropped off, zip into their lesson and then hustle out after into a waiting parent's car. Does your staff engage with your students about new gear coming in, or just treat them as being there solely for the lesson? How many of your music lesson teachers have no idea what's new in your product mix?

So, here's the concept: Take your products to where your students and teachers are spending the most time — your music lesson rooms.

OUTFIT YOUR LESSON ROOMS WITH UPGRADED GEAR. Most retailers use entry-level gear — even worse, out-of-date entry-level gear — for economic reasons. What message does this send? Why not let your students play on equipment that's *better* than what they own? Get rid of the entry-level gear and put in gear that turns your students on to what you sell.

For your drum room, use upgraded cymbals and pedals. Provide intermediate-to-advanced acoustic kits with a second snare drum and a deluxe drum throne. For your guitar room, get a pedalboard loaded with effects. Upgrade to a digital piano for your keys players, and provide a portable P.A. system and vocal processor for voice students.

GET YOUR TEACHERS ON BOARD. Talk to your teachers about this project. Make them a part of this. Get their input! Tell them *why* you're doing this. If they're on board, this will be successful. Ask them to let you know of any products that are in the room that need attention; non-working products won't help you sell!

KEEP IT FRESH. The two-week rule is simple: Never keep the same gear more than two weeks in your lesson rooms. Leaving products out for more than two weeks creates a “who cares” and “nothing's new” vibe. Instead, establish a wow-factor about what you sell. The idea is to introduce your students to the variety of related products you stock and sell in your store.

Place products in your lesson rooms such as banjos, mandolins, tenor ukes, 12-string guitars, soprano saxophones, splash cymbals, china cymbals, guitar looper pedals, five-string basses, cajons or silent brass practice mutes. The point is to showcase gear that your students might not have thought about or have *known* that you stocked.

WORK WITH YOUR SUPPLIERS. Talk to your suppliers to be a part of this concept. Ask for extra information or pricing on these lesson room demo products. Use them as your partners in this project.

In a time of everyone discovering everything online, let your students see new gear in your lesson rooms and then be able to play it — something the internet can't provide. This is your advantage; use it. **MI**

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