

Why *Salesfree* Sales?

- Sales is essential for the survival of any business
- Dance teachers dread selling
- Studio owners despair at the process
- Students complain about being pressured

What is *Salesfree* Sales?

- Transformational sales training
- Customer-focused sales philosophy

Our Mission

To redefine Ballroom Dance Sales
by giving the utmost service
to one's students

Old Definition of Sales



The struggle of getting a student to buy lessons resulting in students feeling pressured.

Our Definition

Training teachers to become powerful and professional communicators and educators, so students naturally want to form a long term partnership in order to achieve their dance goals.

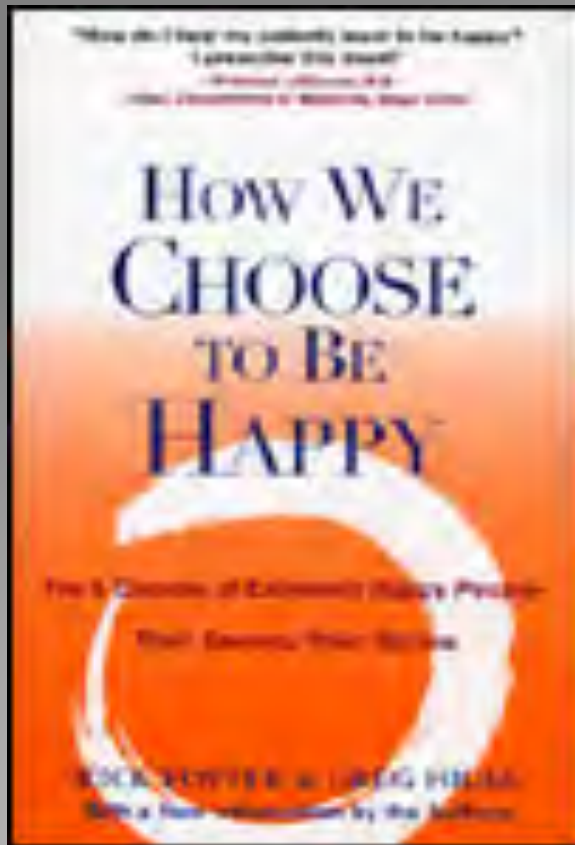


A Fresh Approach

- Staff is trained to be more conscious of their behavior and intention
- Ask Questions And Listen
- Enjoy and Embrace Sales



Salesfree Sales



Based on the
International Bestselling
Book

*How We Choose
to Be Happy*

Rick Foster and Greg Hicks

Nine Choices Successful Dance Teachers Make

1. Set and State Intentions
2. Be Accountable
3. Identify Desires
4. Keep Desires Central
5. Recast Problems
6. Create Options and Possibilities
7. Cultivate Appreciation
8. Give Generously
9. Be Truthful

6 Stages of a Dance Lesson Sale



1. Introduction →



← 2. Discovery

3. Benefits →



← 4. Readiness

5. Purchase →



← 6. Retention



Personality Styles

Personality: *The mental, emotional, and social characteristics of an individual. A person's normal manner of thinking, behaving, and interacting.*

We focus on two aspects: behavior and communication.

Personality Styles: Although every individual is unique, it can be very useful to categorize people into various personality styles.

Benefits of Learning About Personality Styles



- Understand Self
- Understand Others
- Be Aware How People See You
- Fun and Interesting

"Knowledge of the self is the mother of all knowledge. So it is incumbent on me to know my self, to know it completely, to know its minutiae, its characteristics, its subtleties, and its very atoms."

-- Kahlil Gibran

The Four Personality Types

the Happy Hooper →



← the Steady Stepper



the Patient Partner →



← the Logical Lilter



Continuing *Salesfree* Sales with Long-Term Students



The Results


- Increase happiness for staff and students
- Form long lasting partnerships with students
- Naturally increase sales
- Ultimately transform the culture of your studio



What are people saying about the Program?



*It's the best
training I've
ever done!*



“I would personally like to thank Diane Jarmolow for BDTC Sales-in-a-Box. For the last thirteen years, I have been praying to the dance studio Gods for something like this. We can already see profound changes in our staff and our numbers. “

*– Brad Miller
American Dancesport Center
Florida -*




THANK YOU

“Thank you, thank you, thank you. I plan to incorporate this into everyday life and hopefully will grow and become more successful, and show others how much they are valued in the process.”

*~Robert Ping,
Managing Director
Bloomington Ballroom Dance Academy ~*

“It went above and beyond my expectations! The content I don't think is what anyone would expect in a "typical" sales training course. When I think of sales training, I think very cut and dry, they tell you what the goals are, what to do, what to say, but would never place any emphasis on your intention behind it and the place that you are coming from when engaging in this type of process. I really think that alone is what changes it from being "sales" to being "sales-free".

~ Jaymee Racho, instructor at Cheryl Burke Dance San Francisco (graduate of BDTC) ~




“Simply put...to learn, accept and recognize that “sales is great”! Because it is simply about striving to give others what they want and need. How nice is that?! And that there need not be any pressure, or trying to convince anyone of anything, or fear of losing the sale – for you or your studio, etc. . . . Therefore a simple, honest conversation can result in a win-win situation where everyone is happy, no one feels taken advantage of, and everyone gets what they want.”

~ Bonny Branch, BDTC graduate ~

“Actually, I have been using what I learned during the course all day. . . I have been setting my intentions, asking [my customers] for theirs. . . Asking lots of questions (without assuming the response). They have already been providing feedback as to how their experience is so different from usual consultants! Thank you for sharing your knowledge and experience and offering these so very valuable tools!”

*- Janet Fjeldstad, Former manager of
Cheryl Burke Dance, San Francisco -*



“I feel the material is not only valuable for learning a better way to sell dance lessons, but the 9 choices are amazing tools for all aspects of one’s life.”

-Lynn Pulino, BDTC teacher trainee -