



Benefits to Frequent HOPpers Program Explained

For those instructors who have been with the program for years (and years) change can be difficult. When Music with Mar. began, classes were \$6/family. It was a long time before prices were raised and one of the biggest factors was to look from the instructor's perspective and not from the families. When instructors pointed out that even though Music with Mar. was a good deal to families, it was unfair to instructors who were paying more for gas and other incidentals whose cost had gone up. That swayed the decision.

Over the years, different payment options have been explored. Recently, after speaking with several marketing people, the Frequent HOPpers program was developed. It is based on many popular programs where shoppers are rewarded for repeated visits.

The Frequent HOPpers program was developed to boost participation in classes and sales for instructors. **Prices have not gone up. They are the same.** The only thing changed is that 5 classes are \$50 and not \$40. There is still an option to get a free class and the extra \$10 is given back to the families in product. Instructors are given the option of charging \$12/family for a single visit. When doing that, purchasing the 5 classes for \$50 is an even better option.

Getting product into the homes extends the lessons and keeps the memory of class active in the parent's mind. When a child is home singing the songs and talking about the class, parents are more likely to attend on a regular basis. There are several options of product for parents to choose from that range from having puppets on stock to keeping download cards available.

Most instructors come from a teaching background and sales feels uncomfortable. However, teachers are the BEST sales people. The product sold is knowledge and when thinking that way, it is very easy to say "It would help you learn the lesson easier if you purchased this book to read." For years, teachers have sold the Scholastic Books. Use that perspective with the Music with Mar. products.

When presenting the program to families, your presentation is what will influence how parents view it. If an instructor is uncomfortable with the new pricing, parents will be as well. When an instructor says "We have a new, exciting program that helps reward parents who come regularly to class", parents are all ears. It is all in the presentation.

Parents take their children to many programs. They see value in paying for gymnastics, soccer, dance etc. The cost to those classes is much more than Music with Mar. and is a per child cost. See the value in what Music with Mar. offers. The pricing is still better than any

other program out there. The best selling point is YOU and your belief in the value of the program.