Tiffany's Dance Academy
CUSTOMER SERVICE AND SALES

Companies

Tiffany's Dance Academy - locations

- Danville, CA
- Fremont, CA
- Livermore, CA
- San Ramon, CA

Twinkle Star Dance Academy Franchises

- Frisco, TX
- Plano, TX
- Seminole, FL

Chatr.ly - a service to manage StudioHUB conversations

Virtual Assistants for TDA, TSDA and Independent Studios

- TDA Danville, CA
- TDA Fremont, CA
- TDA Livermore, CA
- TDA San Ramon, CA
- TSDA Frisco, TX
- TSDA Plano, TX
- TSDA Seminole, FL
- JDM, McKinney, TX
- Edge, Plano, TX

Systems

The Studio Director - Dance studio management software

Tiffany's Dance Academy

- Danville
- Fremont

- Livermore
- San Ramon

Twinkle Star Dance Academy

- Frisco
- Plano
- Seminole

Chatr.ly

- JDM
- Edge

StudioHUB

Tiffany's Dance Academy

- Danville
- Fremont
- Livermore
- San Ramon

Twinkle Star Dance Academy

- Frisco
- Plano
- Seminole

Chatr.ly (non TDA or TSDA studios)

- JDM School of Dance
- Edge Dance & Performing Arts Center

Lead Connector - mobile version of StudioHUB

If you wish to answer conversations in StudioHUB via mobile, please download and set up Lead Connector app. This is a good "back-up", too. In the event of errors with StudioHUB, or power outages, etc.

RingCentral

Tiffany's Dance Academy phone system and phone queue. Download app on phone and also on desktop. Login credentials will be provided for each agent.

Etix

Tiffany’s Dance Academy

ACCESS

RingCentral

VA1

VA2

VA-Boss

The Studio Director

VA1

VA2

VA-Boss

StudioHUB

VA1

VA2

VA-Boss

Lead Connector - same as StudioHUB

Etix

VA1

VA2

VA-Boss

Registration

Answer every phone call: “Every dancer shines bright at {company name} This is (name). How can I help you”?

Goals

1. Establish a relationship
2. Share in the mission statement of {company name}
3. Answer their questions Sample Script for phone or in person:
    - Let them know who they are speaking with -“Every dancer shines bright at {company name}. This is (name). How can I help you”? Immediately ask them a question and engage in a conversation.
    - Learn their name and their dancer’s name - write it down. Use their dancer’s name frequently throughout the conversation. The dancer’s name is the parent’s favorite sound in the world. Example: “I have a perfect class for Brianna! It’s a Twinkle Babies class that’s the perfect balance of structure and fun! She will love it.”
    - Validate their reason for calling and let them know you are there to help “I would love to help you find the perfect class for Brianna”
    - Let them know about your studio - No one word answers! Practice a thirty second pitch about why this dance studio studio is the best. Be able to describe each class in exciting detail. Our competitors don’t do this, so it’s oour chance to set ourselves apart from the rest.
        - Perfect balance of structure and fun
        - Meet dancers at their appropriate age and stage
        - Engaging, monthly themed lesson plans with coordinating props
        - More than a dance class, we are an experience

Passport books, props, printable crafts and coloring sheets

- Try to get them registered before you offer them a trial.
- Make sure to give them the price after you tell them how wonderful the program is, not before. Remember 2 classes per week is their best bargain. Try to get them into two classes if possible. They will see the greatest growth in their dancer if they are taking two classes per week.
- Register them but keep the conversation going. “How long have you lived in Livermore?”
- Tell them your policies and note it in their account. This way they can’t say later that they didn’t know. If someone registers online be certain to call them and go over all of the policies.
    - Drop Policy
    - Tuition
    - Dress Code
    - Recital

● Finish registration with a payment. Do not take any registration without payment. They will say they will call right back with their credit card. They won't. "If you can't pay now no problem, I'm going to drop Brianna from the classes we were holding for her". That usually gets them to go and find their credit card.

● Set an appointment for a dress-code fitting.

● Ask if they have any other questions before you hang up and say thank you!

● Follow up the phone call with an email.

Phone Etiquette Tricks

● Answer the phone from 9am - 6pm and on Saturdays! Most of your competitors force inquiring parents to leave a message. By answering your phone you'll have an opportunity to register students in real-time. This might be the single most important administrative trick to a successful dance studio.

● Disney's Phone Trick - keep a smile on your face at all times. The caller can "hear" your smile. They can also hear if you're not smiling.

● Don't allow for "dead air". When looking up class days and times to accomodate a student, keep the conversation going.

● If another call is coming in while you are on the phone, politely ask if you can put them on hold for a moment. Be sure to get their acknowledgement before you put them on hold. Then quickly deal with the other call.

● Finally, just be nice! If a Dancer Requests to drop a class

● Make sure to follow up with anyone who completes the drop form on the website and explore the reason for their drop.

● Perhaps they just need to try a different style of dance, instructor or class day/time.

● Remember, this feedback will be helpful in managing your staff.

● Offer an incentive to stay if they have a legitimate concern - ½ off the next month's tuition.

● Make sure you always leave the door open for them to return.

Tuition

Monthly tuition is automatically deducted from their checking account or charged to their credit card on the first of each month until June 30th of the current season – or until they request to drop.

A family can request to pay on another day of the month and this can be noted in their account. However, it must be prior to the 15th of the month (drop day). Anyone who chooses to pay after the 15th of the month must be paying a month in advance.

For example, if they pay on January 20 they are paying February 1 tuition. There is no refund for missed classes. Each student is occupying a space in a class. We can't put another dancer into that space, therefore they are responsible for the tuition, even if they miss class.

See below for Make-Up policy.

Dancers participating in the June Recitals will be charged full June tuition as classes will continue through the end of the month.

Your dancer must be enrolled in a class at the time of recital in order to participate.

Some monthly sessions during our season have 5 dance classes.

Some months have three (Thanksgiving, Winter Break).

Tuition is calculated based on the number of times a class meets per month. When a class meets 5 times in one month, your families will pay for five classes. If it only meets 3 times per month, they will only pay for 3 classes in that month.

Tuition is prorated at the time of registration. If a dancer enrolls in a class that will only meet two more times that month, they will only be charged tuition for those two classes. There is a $5 per month discount for each additional dancer enrolled in a single family.

For example, if there are two students, the family will receive a $5 discount, three students in a family receive a $10 discount, etc.

Registration and Tuition covers the cost of all classroom materials.

Annual Registration Fee

Every family will pay a registration fee upon enrollment. Those fees will be determined when setting up your season in Studio Director. Registration fees are charged per family, not per student. A returning family will pay a reduced registration fee. When setting up your registration fees please keep in mind that these will need to cover the initial cost of prop kits used in class.

Make-Up Classes

Twinkle Star Dance Academy does not offer make-up classes during the months of August-June. If a class is missed in July then it can be made up in July or August.

Drop Policy

Your families are making a month to month commitment. They must drop by the 15th of the month in order to avoid paying tuition for the following month. A request to drop must be done in writing by completing the drop form online to officially drop. There is an unofficial grace period until the 20th of the month to drop if the customer complains. Holidays Twinkle Star Dance Academy observes the following Holidays

- New Years Day
- Fourth of July
- Thanksgiving Day
- Christmas Day

We will traditionally be closed the week between Christmas and New Years. We also take a 1 week break between seasons, at the beginning of July. These dates will vary from year-to-year depending on the calendar.

Year-Round Dance Season

Dance is a year round activity. A dancer may join a class at any time during the season, until your pre-determined cut off based on the date of your recital. A family's commitment is month to month and they may drop at any time. See Drop Policy above.

Dancer Dress Code

Twinkle Star Dance Academy has a required dress code for each level and style of dance. All dress code will be ordered by your families directly through Nimbly. Some items are given to them as part of the registration promotion. Nimbly class lists are available on ShopNimbly.com. Refer to Addendum C.

A required dress code creates an atmosphere in class that will allow your students to focus on what they are learning and not what they are wearing. It also evens the playing field so that no dancers feel their dance attire doesn't match up to another dancer. You will receive a sample set of shoes and leotards from Revolution so that you can size dancers and create a more positive online ordering experience.

Performances

Each year Twinkle Star Dance Academies will give their dancers two performance opportunities. One during the Winter - Dancing Holiday Magic - and again at the end of the dance year - Showtime. Participation in these events is always optional to your dancers. You will offer your families the opportunity to opt-out of each performance if they so choose. Dancers must be enrolled during the month of the performance in order to participate. Please see the Tuition policy above.

At the desk

● Check the voicemail, and StudioHub. Return any calls, and reply to all conversations that are urgent.
● Check your email and reply.
● Return any remaining phone calls.
● Check the voicemail after lunch or any extended time away from your desk.
● Look for any trials coming the next day and send a reminder. Also make sure the teacher has a note on their roster so they are expecting the student.
Work on current projects - Check your To Do List