



Goins Dancing Inquiry and Trial Protocol

Step 1
What: The Inquiry and Booking a Trial Who: Kathryn or Sarah To Do: 1. Learn about what the family/dancer is looking for 2. Describe classes (style, day, time) that match the interest, skills, wants etc... 3. Discuss prices including the registration fee 4. Talk about the mask requirement 5. Find out the dancers name and age, parent's name, parent's phone number & email 6. Add the inquiry to the spreadsheet, including dancers name, parent's name, parents phone number & email, and the class that is being tried
Step 2
What: Email Trial Confirmation Who: Kathryn or Sarah Send a confirmation email to the parent including : 1. The Day & time of the classes. 2. Ask them to arrive 15 minutes early 3. Tell them they can wear anything they can move freely in, socks/bare feet are ok
What: Text the teacher and lobby staff person Who: Kathryn or Sarah Include: 1. Date 2. Class details 3. Name of dancer 4. Name of parents(s)
Step 3
What: 24 Hour "see you soon" text Who: Kathryn Include: 1. Class details 2. Address 3. Phone number 4. Ask they confirm with a Y or call to reschedule
Step 4
What: Pre-trial class consult Who: Lobby Staff 1. Greet child and parent warmly 2. Address child and parent by name 3. Have parent complete the liability waivers 4. Have a 15 minute conversation with the family where you can assess their needs and provide them more information about why your studio is a great fit for them.



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Step 5
What: Introduction to the teacher & class buddy Who: Lobby staff & teacher 1. The lobby person will introduce the dancer and parents to the teacher. 2. Then the teacher will introduce the dancer to a “buddy.” Buddies are engaged, mature, and happy dancers. Ideally, each class should have a handful of dancers that will be assigned as “buddies” when there are trials.
Step 6
What: Homework Who: Teacher Give the dancer “homework” to keep them excited and wanting to come back. Ideas: • Coloring Page so I can hang it up (under 6) • Think of your favorite song so I can add it to my playlist (6 and up) • Teach your parents a dance move learned that day (ie: bear crawl, sote, first position). • Practice a simple combination from class
Step 7
What: After Class Follow up Who: Lobby Staff A 5 minute or so conversation with the child and parent. Ask: 1. How the dancer enjoyed the class 2. Ask if child or parent have any questions at the moment 3. If they are signing up on the spot, have them complete the Credit Card Authorization Form before they leave. Notify them that if they sign up TODAY we will waive the registration fee! 4. If they are undecided, give them a Credit Card Authorization Form to take with them. 5. Tell them that Sarah or Kathryn will be calling tomorrow to follow up and explain next steps.
Step 8
What: 24 hour phone call Who: Kathryn or Sarah Call the day after the trial occurred. 1. Learn about how the child enjoyed the class. 2. Answer questions that the family may have. 3. If signing up: a. Provide the link to the registration form: https://form.jotform.com/201754817510048 b. Tell the parent that in the next couple of days we will make an account in our parents portal. When that’s complete, you will get 2 emails 1. From AKADA who is the parent portal software company this email invites you to activate your



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account. The 2 nd email is from Sarah Shaw welcoming you to Goins Dancing and providing additional details.
Step 9
If They Have Enrolled What: Create an account in Parent Portal Who: Sarah 1. Use the information on the Inquiry and Trial spreadsheet to create an account in the parent portal. 2. Enroll dancer(s) in the class(es) 3. Charge registration fee (if applicable) 4. Charge prorated tuition for the month. 5. Charge for dance costume (if applicable) 6. Send the Account Activation Email.
If They're Undecided What: 4 days later email Who: Kathryn or Sarah simply stated: 1. The offer to them again: no registration fee 2. remind them that it's expiring within a week 3. you would love to see them join your dance studio family Make this personal and speak directly to them. You could also record a quick personal video to send to them - this has been effective for many of our Studio Success Formula program members.
Step 10
If They Have Enrolled What: Send "Welcome to Goins Dancing" Email Who: Sarah An email that includes: • An enthusiastic welcome • confirming enrollment • information about AKADA • link to our FB parent group • the parent handbook (attachment) • the most recent newsletter (attachment)
If They're Undecided What: 7 days later phone call Who: Kathryn or Sarah Call the parent to check in with them.



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Let them know that you appreciate that life is busy but you just wanted to see if they had made a decision about enrolling in your studio. If their answer is not now (never treat a “no” as never), then add them to your “tried but not enrolled” database so you can continue to keep in touch and stay top of mind.

Step 11

If They Have Enrolled

What: Follow up text after the parent portal account has been created.

Who: Sarah or Kathryn

1. Confirm that both emails were received.
2. Ask if the parent has any questions
3. Express excitement!

If They're Undecided or said “no.”

What: Keep In touch

Who: Kathryn or Sarah

Send an email within the next 30 days. It could be a:

- newsletter,
- birthday email,
- class offer or something similar

Remember that them saying “no” doesn’t mean it’s no forever. Besides, keeping top of mind means the studio may even receive referrals from them.