



## **Objection handling**

Below are a whole lot of ideas / templates to get you started when responding to any objections to parents.

The idea here is for you to edit these so they come across how you would usually talk/write to your students/parents.

Remember:

There are going to be people that CANNOT continue or who WON'T continue and there's nothing you can do to change their mind.

Some examples we've seen are:

- Parents who live in a remote areas with band or no wifi
- Parents who have lost jobs, but kids love lessons - they just can't afford it anymore.
- Those that are completely irrational and stubborn and won't listen to anything you say. (You may or may not want them back anyway)

- Parents that have moved their family to a holiday home with no instruments
- And of course... if they have corona virus or are in enforced isolation

Remember above all:

- These people are customers, so at the end of the day, It's their money, their choice.
- Some Parents have been trapped at home with the kids and are stressed
- Some parents have lost their jobs or had hours cut
- Some parents own businesses that are at risk, like you.

Just like many studio owners, people are stressed and worried about the future so above all, be kind and understanding.

It's also very important that your language doesn't imply that you're telling parents how to parent! Make them aware of things they may not have thought of, but no parent likes to be told how to do a better job when they're not asking for your advice.

You're unlikely to convince every single student to stay and pivot to online lessons with you, so our game plan needs to be minimising the impact as much as possible.

We hope this will help you minimise the impact on your studio.

## **Common Objections:**

**Parents that believe their child is too young, or don't feel comfortable with them being on a video call**

Points to stress:

- Can we give it a go and commit to 2 lessons (don't ask them for one trial) because you can ask for feedback on the first lesson and tweak in the 2nd. Get that 2 lesson minimum commitment and explain why.
- Remind them they can be there in the room, either on screen or just in the room

**They're skeptical about online lessons and their effectiveness or quality.**

1. Tell stories about students that have already taken lessons online with you previously and are succeeding.

2. Do you have any references to share? Take screenshots and use them in emails, on social media etc...

3. You may want to quote some benefits of online lessons at this time. For example:

- They allow the tutor to see the students lesson at home and the space they practice in.
- Students get to do the lesson on the instrument they are most familiar and comfortable with
- They increase students' level of responsibility as the tutor cannot write down the notes physically, so students get better at note taking to ensure their practice time between lessons is more effective.
- Change is good for students as it's a skill many people need to learn.
- Authorities are advising that both adults and children maintain as many of their routines as possible to help with mental health in this time of uncertainty.

4. Thousands of teachers around the world give online music lessons (many of which were doing this long before the coronavirus hit). We're excited for our students to get to experience this, even if it's just for a short season.

5. It's ok to talk about you a little bit (when you feel it's appropriate). We don't want to get pushy or emotional, but it is ok to mention to parents that this is your livelihood and if everyone dropped out you would lose

your job. You might say that you've poured hundreds of additional hours into creating these solutions for students to have maintain an awesome lesson experience until the world to returns to normal. Stress that you'd really appreciate their support in this time.

6. Give one class a try. This is a really cool chance for [students name] to experience something new and really cool. I've also had a lot of feedback from parents saying it's been a great opportunity to use as a teachable moment to talk with their child about 'dealing with change'.

## **They are wanting refunds:**

What is your policy? You can't hold people to something if you don't have terms and conditions they've agreed to.

Teachers are also sending lots of supplemental materials sent weekly day of their class to help give more value!

Give credits at worst.

## **Wanting discounts:**

Far more planning, setting up time, meetings and administration is going into these lessons than usual. Teachers are also sending lots of extra materials to help their students get even more value from lessons.

Mention you're not passing these additional costs on to parents and are leaving the fees at the same price.

Flip their thinking so you're the good guy here, because you are!

## **Wanting to take a break or quit:**

Key points to make:

In all my experience, students that take a break believe that they will be able to just pick up back where they left off with no impact, but sadly this isn't the case.

9 times out of 10 students actually go backwards and depending on how long the break is depends how many lessons it takes to regain their playing to the level they worked so hard to achieve in the first place.

Use phrases like... 'I'm so proud of the progress [students name] has made and it would be a real shame to lose that momentum...' etc..

And remember to be upfront about your cancelation policy in this time.

## **Parents wanting to directly contact your teachers:**

Always be careful of this and minimise or ban it wherever possible.

If you have to, ensure tutors don't give their numbers to families and you ask them to use call ID blocking, or each country usually has something you can put in front of the number to avoid Call ID. e.g for the US I believe it's \*67