

FROM LEADS TO LOYAL STUDENTS: **MASTERING** **THE SALES PROCESS**

**THE HOME OF
MARTIAL ARTS BUSINESS**



www.nestmanagement.co.uk



Getting new leads for your Martial Arts school isn't always easy – and it's certainly not cheap! So when someone does show interest, the last thing you want to do is let them slip away. The key? Having a simple but effective strategy to keep them engaged and guide them towards becoming a full-time student.

The good news is, anyone who enquires has already taken that first step – they're curious, they're interested, and they're looking for the right place to train. Now it's over to you to build that connection, show them what makes your club special, and help them feel confident in taking the next step.

In this guide, we'll walk you through practical ways to nurture your leads, from follow-ups to trial classes, and help you turn more of those initial enquiries into dedicated students. No pushy sales tactics – just straightforward, effective strategies to grow your club with students who'll love being part of your community.

By implementing these strategies, you won't just gain more students—you'll attract committed, long-term members who truly connect with your school's values and culture. Let's dive in!



GETTING STARTED

Welcome Emails:

Send warm and informative welcome emails to new leads, including details about class schedules, instructors, and the values of your school. You could also include practical information such as car parking and nearest public transport etc.

Success Stories:

Highlight stories of current students, focusing on improvements in confidence, discipline, and fitness.

Incentives:

Offer affordable incentives like a free first class, a discounted trial week, or family packages.

TOP TIP: Join class directories like 'Get Into Martial Arts' to spread awareness of your club.





What you add to your emails, future social media posts and adverts is important. Consider using the following:

Educational Content:

Share content that educates leads about the benefits of Martial Arts—both physical and mental.

Cost-Effective Media:

Utilise free or low-cost tools to create videos of training sessions, student testimonials, or instructor highlights. Such as Clipchamp or Capcut.



TOP TIP: Use Ai tools like Chat GBT or CoPilot to help create ideas and content, saving you even more time.



Beginner Guides:

Develop simple resources or guides to improve student experience and provide reassurance to parents. Examples could include:

- "What to Expect in Your First Martial Arts Class"
- "How to Get the Most Out of Your Martial Arts Training"
- "Your 90-Day Guide to Progress, Confidence & Success in Martial Arts"

FOLLOW-UP CONSISTENTLY

Research suggests a consumer needs to encounter a brand's message at least seven times before they take action and make a purchase. This will include seeing your adverts, reading your posts & receiving messages amongst others.

Personal Touch:

Use personalised messages to invite leads to specific classes or events without being too pushy.

Automations:

Invest in a CRM system to help you set reminders and automate follow-ups.

Engaging Tone:

Maintain a friendly and welcoming tone that reflects the community spirit of your school.

Reminder Emails:

Use email marketing to direct leads to additional website landing pages or link back to your social media posts.





LEVERAGE SOCIAL MEDIA



Organic Engagement:

Post engaging content on platforms like Facebook, Instagram, YouTube, TikTok and local Facebook community groups.

Community Involvement:

Share videos of classes, belt ceremonies, or community events to build local credibility.

Encourage Interaction:

Respond to comments and messages quickly, showing your school's approachability.

TOP TIP: Make sure to post social reels too, as video content generates high engagement.



RATE YOUR LEADS



Simple Lead Scoring:

Focus on leads who have shown interest, such as signing up for a trial class or attending an event.

Community Connections:

Engage with local families and community members who may be interested in your class programs.

PROVIDE EXCEPTIONAL SUPPORT

Responsive Communication:

Be quick and helpful when responding to inquiries about pricing, schedules, or equipment.

First Impressions Matter:

Make every interaction, whether online or in-person, as welcoming as possible.

By implementing these strategies, Martial Arts schools can effectively nurture leads, build lasting relationships, and grow their student base without requiring large marketing budgets.





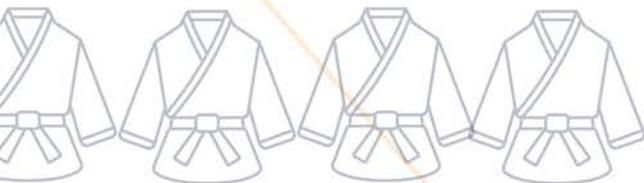
CONVERTING TRIAL PROSPECTS INTO FULL-TIME STUDENTS

Converting students who attend a free trial lesson into full members is crucial for the growth and sustainability of Martial Arts schools. Below outlines effective strategies to help maximise conversions from trial students to committed members.

PREPARE FOR THE TRIAL LESSON

Set Expectations:

Provide clear instructions on what to bring, what to wear, and what to expect.



Welcome Pack:

Offer a small welcome pack with class schedules, membership options, and a brief about the school's philosophy.

Staff Briefing:

Ensure all staff know about the trial attendees and are prepared to give them special attention.



DELIVER AN EXCEPTIONAL EXPERIENCE

Warm Welcome:

Greet trial students by name and introduce them to instructors and peers.

Engagement:

Encourage current students to make the newcomer feel welcome and included.

Tailored Attention:

Offer extra guidance during the class, especially if they are beginners.



TOP TIP: Take photos/videos (with permission) of their trial lesson to share on social media, tagging them and encouraging interaction.



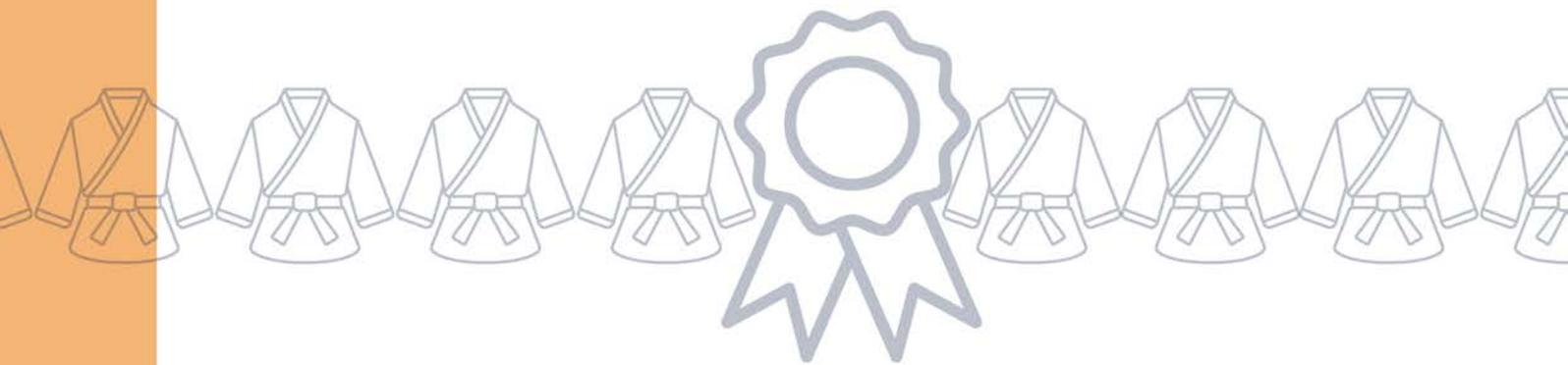
SHOWCASE THE BENEFITS OF MEMBERSHIP

Highlight Value:

During the class, mention the benefits of regular training, such as confidence, fitness, and community.

Subtle Promotion:

Instructors can mention upcoming events, seminars, or member-exclusive opportunities.



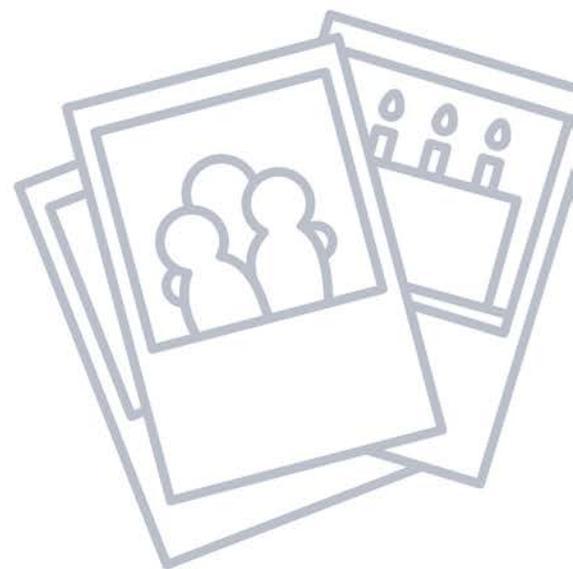
POST CLASS FOLLOW-UP

Immediate Feedback:

After class, ask for feedback on their experience and answer any questions.

Enrolment Incentive:

Offer a limited-time discount or a bonus (a free uniform) if they sign up following the trial lesson – or within a specific time period.



Overcome Objections:

Be ready to handle common objections, such as time commitments, pricing, or skill level worries.

Offer Solutions:

Highlight flexible class schedules, payment plans, or starter programs.

FOR THOSE THAT DO NOT JOIN STRAIGHT AWAY

- **Personalised Follow-Up:** Send a follow-up email or message thanking them for attending, sharing photos (if applicable), and providing next steps.
- **Stay in Touch:** Add them to your email list for upcoming events and promotions.
- **Social Media Engagement:** Encourage them to follow your social media channels to stay connected.

By following these strategies, Martial Arts schools can effectively convert trial students into full-paying members, ensuring long-term growth and success.





NEST

enquiries@nestmanagement.co.uk