

CREATING A TRIAL EXPERIENCE THAT ENCOURAGES COMMITMENT

The trial session is where prospects experience your club firsthand. A great trial builds excitement and emotional connection, making it far more likely that they will choose to join.

This is one of the most under-optimised stages in a martial arts club's conversion process.

THE PROBLEM:

Many clubs treat trial students the same as regular students, without offering additional attention or encouragement. This leaves prospects feeling unsure or unnoticed.

THE SOLUTION:

Design a welcoming, structured trial experience that makes the student feel supported, included and confident.

ACTION STEPS:

GREET THE STUDENT BY NAME

Hearing their name instantly builds rapport and makes them feel valued.
This boosts comfort and connection.

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ASSIGN AN INSTRUCTOR OR SENIOR STUDENT BUDDY

A dedicated contact helps the prospect feel guided. **This reduces anxiety and makes the session feel more personalised.**

EXPLAIN WHAT WILL HAPPEN BEFORE CLASS STARTS

A quick overview of the class removes uncertainty and sets expectations. **Feeling prepared boosts confidence and enjoyment.**

PRAISE AND ACKNOWLEDGE THEIR EFFORT DURING THE SESSION

Positive reinforcement increases the student's emotional connection to training. **Being recognised is a strong motivator for commitment.**

A thoughtful trial experience turns interest into enthusiasm. When prospects leave feeling confident, supported and excited, the decision to return becomes easy.