

Revolutionary Sales Training for the Ballroom Industry.

I'm a Teacher. Not a Salesperson!



Do you love to dance and love to teach, but dread the sales process?

Do you wish you could identify what your students want and sell them lessons without feeling pushy, awkward, or like a used car salesman?

Salesfree Sales: Transformative Training for Ballroom Dance Professionals with Diane Jarmolow

This course is an innovative, systematic sales training, specifically for ballroom dance teachers and staff.

This 8-hour Intensive Workshop enables you to create positive, long-lasting relationships with students and colleagues, and successfully enroll students in dance lessons.

"It went above and beyond my expectations! The content I don't think is what anyone would expect in a "typical" sales training course. When I think of sales training, I think very cut and dry, they tell you what the goals are, what to do, what to say, but would never place any emphasis on your intention behind it and the place that you are coming from when engaging in this type of process. I really think that alone is what changes it from being 'sales' to being 'sales-free'." - Jaymee Racho, instructor at Cheryl Burke Dance San Francisco (graduate of BDTc)

Salesfree Sales Training
July 25th, 2010 Tinley Park, IL
***PLUS - Special DVIDA® Preparation Class**
Details on Reverse Side...



**BALLROOM DANCE
TEACHERS COLLEGE**

Kick your teaching career into high gear with SalesFree Sales.

You Will Learn:

A Positive Philosophy for Sales:

How to sell and to **love** doing it!

- Nine choices for ethical and effective sales
- Rewards of giving
- Being honest with yourself and others
- Setting healthy boundaries

Sales Skills and Information

- Student-focused sales process
- Stages of a dance lesson sale
- Addressing objections
- Selling to different types of students (e.g., new students, continuing students, competitive students, wedding couples, etc.)
- Selling to different personality styles

People and Communication Skills

- Listening
- Asking the right questions
- Communicating clearly and honestly
- Giving constructive feedback

Teaching Skills

- Understanding students
- Targeting lessons
- Confidence and composure

All you Need to Know to Prepare for Your DVIDA Exam

Special preparation class with Master DVIDA Examiner and creator of the Ballroom Dance Teacher College, Diane Jarmolow. This is a one time opportunity.

- ~ Saturday July 24th. 2pm-6pm.
 - ~ Heart & Sole Dance, Tinley Park
 - ~ \$50 before June 15th, \$65 after.
 - ~ Register at Heart & Sole Dance
- www.HeartSoleDance.com or 708-532-6237

"I would personally like to thank Diane Jarmolow. For the last thirteen years, I have been praying to the dance studio gods for something like this. We can already see profound changes in our staff and our numbers."

- Brad Miller, American Dancesport Center, Florida



DETAILS

When:

Sunday July 25th
9:00a-6:00p
please bring a bag lunch

Where:

Heart & Sole Dance
7038 183rd St. Tinley Park, IL
708-532-6237

Who:

Anyone wishing to increase sales in the Ballroom industry.

How Much:

Pre-Reg: before June 15th
\$195 for 1st person from studio
\$165 additional people from same
After June 15th
\$225 for 1st person from studio
\$195 additional people from same

Registration:

Contact Jane @ BDTC
510-336-9426
jane@TeachBallroomDancing.com

Questions:

About SalesFree Sales:
contact Jane @ BDTC (above)
About local details:
contact Maren @ Heart & Sole
708-532-6237 (studio)

*Special DVIDA
Prep Class
~ Just Added! ~*