







Defining Success

Success ≠ Fun

Success ≠ Liked Instructor

Success ≠ Dog's Performance in Class

Defining Success

Success = Problem Solving

Success = Dogs Performing in Real World

Success = Repeat Business



Success

NEXT EXIT 

Success = Repeat Business

Class Format
Offerings to Fill Niches, Satisfy a Need, Solve a Problem

- Real-world based
- Topic-based additions, teaser classes
- Short programs
- In-home puppy consults, orientations
- Membership programs
- Open enrollment

Real World Classes
Common Features

- Lessons are taught around real world context
- Heavy focus on real world application & problem solving

Curriculum must include problem solving to be a real world class

Topic & Teaser Classes
Common Features

- Tend to be shorter than traditional classes
- Focused on 1 or 2 behaviors or issues
- Socials

Short Classes

- Break regular offerings into shorter segments
- 3 to 4 weeks
- Can charge a little more
- Reduces the time and monetary commitment for clients

In-home Puppy Consults

- Differentiate your program
- Offer a premium service
- Great for small programs

Membership Programs

- Change local training culture
- Respond to the environment
- Create guaranteed revenue

Open Enrollment Classes
Common Features

- Students can join class at anytime
- No drop-in, students attend all sessions in a row
- Ideally each session is self contained

Open Enrollment Classes
Structure

Keep track of graduations/ next openings

Week 4	1	2	3 4 dogs Fido g	4	5	6	7
Week 5	8	9	10 6 dogs	11	12	13	14
Week 6	15	16	17 8 dogs Fred g	18	19	20	21
Week 1	22	23	24 8 dogs	25	26	27	28

Open Enrollment
Structure

Week 4: 4 dogs enrolled, one graduating = 4 openings for this week, 5 for next

Week 5: 3 dogs carrying over from last week + 3 new sign ups = 6 dogs enrolled = 2 openings

Week 6: 6 dogs carrying over from last week + 2 new sign ups = 8 dogs enrolled, one graduating = 1 opening next week

Week 1: 7 dogs carrying over from last week + 1 new sign up = 8 dogs enrolled = no openings

Marketing Message
Focus on benefits/results, not features

FEATURE:
"Topics covered include loose leash walking."

BENEFIT/RESULT:
"Confidently walk your dog anywhere you need to go."

Marketing Message
Remember: your potential students aren't trainers

"We train you how to train your pup"
is the gym equivalent of:
"We train you how to train your muscles."

INSTEAD:
"Get flatter abs, toned arms, and have more energy."

Which would get you off the couch?

Marketing Message
Focus on benefits to humans, not philosophy or benefits to dogs

"Positive, relationship based training."
"Helping you create a better relationship with your dog."
"Learn how to understand and provide for your pup's needs."

INSTEAD:
"Enjoy your well behaved dog."

Marketing Message

Focus on results for humans

What do puppy owners want from a puppy class? Why would they attend one?

They want:

- to stop cleaning pee off their carpets
- to stop being bitten by needle teeth
- to stop being jumped on
- etc.

Marketing Message

Focus on results for humans

Tell them what your class will do for them.

- No more accidents
- No more bite marks
- No more chewed couches

“We make puppyhood easy”

“We’ll get you through puppyhood.”

Marketing Message

Naming your classes: build in benefits

“Basic Obedience”
vs.
“Your Well Mannered Dog”
“Never Too Late: New Manners for Mature Dogs”

“Puppy”
vs.
“Surviving Puppyhood”

Marketing Message
Class Descriptions

Don't:
"Class will cover sit, down, stand, recall, loose-leash walking, leave it, house training, chewing, and socialization. Learn how to train your own puppy. We'll teach you how to understand your pup's needs and how to communicate effectively with him."

Marketing Message
Class Descriptions

Do:
"That cute little puppy got you chasing your tail? Learn all you need to know to survive (and enjoy!) puppyhood, and watch your pup grow into the well behaved adult companion you look forward to. We'll cover:
-- *basic obedience* to get your pup focused and following your direction
-- *problem solving* to make short work of housetraining, stop puppy from using you- and your furniture- as a chew toy
-- *problem prevention* to ensure your pup grows into an adult dog you can truly enjoy- friendly, relaxed, well behaved, and fun."

Marketing Projects
Community Marketing

Educate, entertain, show them your expertise

- Newsletters
- Complimentary passes for referral sources
- Take classes to referral sources
- Class report cards
- Graduation bandanas
- Ask for testimonials and reviews
- SEO
- Media – local column, photo ops, etc.

Marketing Projects
Filling New Open Enrollment Classes

- Class passes for referral sources
- Invite shelter and rescue volunteers
- Invite foster parents

Selling the Next Class
Don't Wait!

- Don't wait until the final week
- Personalized recommendations; class cards
- Graduation discount
- Refer to next classes throughout the course
 "This is a skill we build on in our Tricks class..."

Setting Class Rates
4 Pricing Strategies

- 1: Be less expensive
- 2: Be the most expensive
3. Be the next-most expensive
4. Offer something entirely different

Setting Class Rates
Discounts

- The purpose of a discount is to create more sales
- Be careful of de facto prices masquerading as discounts
- Use of graduation discounts
- Use of referral source discounts
- Small discounts will do the trick

Setting Class Policies
Payment

- Take pre-payment to prevent no-shows
- Take credit cards
- Use credit card to hold spaces even when students are paying by check

Setting Class Policies
Cancellation

- Purpose is to keep you from losing revenue
- The best cancellation policy is a no cancellation policy
- You should be able to fill the spot
- Articulate the why
- Make sure students are exposed to the policy


