



FRANK SAHLEIN

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Winner of the 2009 and 2005 National Business Leader Award from USA Gymnastics, Frank has been involved with the Children's Activity Center industry in many capacities since 1967. He has perspectives as a gymnast, martial artist, coach, business owner, industry business consultant and business broker.

Since 1976, Frank's Wings Center pioneered the Children's Learning Opportunity Center (CLOC) concept – a unique blend of Sports Instruction, Child Care and Education, Entertainment and Outreach. The business management systems that Frank has designed allow the affairs of the 35,000 sf Wings Center to run smoothly.

3rd Level Consulting is sought out by clients for customized consulting, expansion, management, valuation and brokerage services. Frank has been a regular presenter on business topics at State, Regional and National Congresses in multiple industries since 1982. 3rd Level Consulting is continuously seeking best practices to share with its' clients.

--CLASS DESCRIPTION--

Mastering Your Marketing Steps!

Today's business environment is constantly shifting. With the advent of social media, the game has changed forever! In addition, customers have developed a rather extreme value orientation with respect to how they spend their hard-earned dollars!

As businesses, we are also very value-conscious these days, and when we DO spend money on marketing, we want it to be an INVESTMENT, not just an expense!

Join us for a fast-paced, in-depth look at how successful companies are organizing their Marketing efforts!

How are you generating interest and building leads for your Dance School?

How are you educating and building trust before the sign up sale?

Are the nurturing (pre-sign up) and sign up processes smooth?

How do you fulfill the expectations and WOW the customer?

Are there opportunities to upsell the customer?

Do you have a method of creating customer evangelists?