



“In Studio” Student Conversions - SOP

Updated: April 2026

Goal

Convert every in-person inquiry into a registered student before they leave the studio.

Key Principle

- Do not leave enrollment to chance
- Every interaction should move toward registration before the customer leaves the studio

Greeting (First 5 Seconds)

- Smile and make eye contact
- “Hi! Welcome to Cordovan Art School—have you been here before?”
- “How is your day?”

Discover Customer Needs

- Ask simple questions to guide the conversation:
 - Who is the class for?
 - What is the student’s age?
 - Have they taken art classes before?
 - Recommend 1–2 classes only
 - Avoid overwhelming customers with too many options

Build Excitement

- Who is their teacher? “Ms. Sarah teaches this class. She is one of my favorite teachers!”
- What types of art projects will they create in class? Show them samples on the walls
- What type of skills will they learn? Check this out...
- What friends will they make? “Their class has 5 students, and they are such amazing kids”

Studio Tour

- Show classroom and teacher & student artwork
- Keep it brief and engaging

Capture Contact Info (REQUIRED)

- Before they leave the front desk: “Let me grab your info so I can save this spot and send details.”

Name

Email

Phone

Close The Sale (Do Not Delay)

- Say “Let’s go ahead and get you registered so you can start this week.”
- Enroll them in Jackrabbit Class. Add registration & supply fee. Prorate tuition (as needed)
- Process Credit card payment
- Never say: “You can sign up online later”

Handle Hesitation

- “Classes do fill up, but I can reserve a spot for you now.”
- “What questions can I answer for you?”

If They Do Not Register

- Confirm contact info has been collected
- “I’ll follow up with you tomorrow to help you get started.”

Follow-Up (Within 24 Hours)

- Call/ Text
- “Hi, this is (name) from Cordovan Art School—I’d love to help you get (student name) enrolled.”