



Rental Meetings

Survival Strategies, Tips & Tricks and Resources

About Rental Meetings

If rental meetings (also referred to as parent meetings, open houses and orientations) are hosted by the local music educators, your success with this program will depend on your participation. Much of your potential rental business from a school's program will be in one place at one time. Most likely, several other retailers will be in attendance, as well, to compete for these rentals. Do all that you can to secure an invitation.

Before the Big Night

When invited, be sure to ask the basics: Who else will be there? Are you expected to display & rent instruments at the meeting? Will the meeting be held in the music room, cafeteria or the auditorium? When is the meeting? You'll want to verify the date & time by calling the front office as a parent. Will you have an opportunity to speak directly to the parents at the meeting? If so, be prepared and practice your pitch until you have it memorized. Rental meeting checklists & educator surveys (attached) are also available online at Affiliate Resources.

Show educators your gratitude by offering to help before, during and after the meeting. Educators need assistance with recruiting & testing students, preparing printed materials, composing opening remarks or even moving tables & chairs.

It's Showtime!

Be sure to recruit plenty of help. Should you be short on staff, many high schools sponsor work programs for students. Otherwise, you'll want to seek the help of family and friends. The key is to properly train your meeting team. Practice completing Rental Agreements. At the meeting, position a helper at the door to greet parents and distribute your flyers (attach Agreements to them). Be ready for hand-to-hand sales combat when parents are released to speak with vendors. Faster helpers should be completing Agreements. Less timid helpers should be on the floor approaching parents, answering questions, and directing traffic to your table.

Dealing with Shutouts

In the unfortunate event you're not invited (or not welcome) to attend the rental meeting, you may want to resort to more creative methods of getting through to your customers. One Affiliate captured nearly 90% of the rentals at one school by standing just off school property and handing out flyers to parents as they entered the parking lot. An attached cover letter explained the situation and offered a free music stand just for stopping by the store after the meeting. Just as with rental meetings, there's no single solution that fits all situations. There are times when a call or visit to the superintendent is appropriate. Other times, a more sociable approach becomes necessary (bringing breakfast or lunch to the educator you're trying to win over).

The bottom line: As said many time in our training materials, it's all about your relationship with the educator.

Don't give up easily. Seek ways around and/or through obstacles. Season usually comes around once per year.

Make it count!



Rental Meeting Checklist

School _____	Competition _____
Teacher _____	Book Used _____
Address _____	Number of Beginners _____
Meeting Date _____	Number of Flyers _____
Meeting Time _____	Date Flyers Needed _____
Rent at Meeting? _____	Instrument Delivery Date _____

Instrument	QTY	Brand Preferences	Special Notes or Instructions
Flute		Armstrong - Artley - Buffet - Jupiter - Selmer	
Clarinet		Armstrong - Artley - Buffet - Jupiter - Leblanc - Selmer	
Wood Clarinet		Buffet - Jupiter - Leblanc - Selmer	
Saxophone		Armstrong - Artley - Jupiter - Leblanc - Selmer	
Oboe		Jupiter - Selmer	
Trumpet		Bach - Besson - Conn - Holton - Jupiter - King - Selmer	
Trombone		Bach - Besson - Conn - Holton - Jupiter - King - Selmer	
Horn		Holton - Jupiter	
Baritone		Jupiter	
Tuba		Jupiter	
Bell Kit		Ludwig - Ross	
Snare Kit		Ludwig - Ross	
Combo Perc. Kit		Ludwig - Ross	
Violin		H. Beyer - Knilling - J. Reiter - Paesold - S & R	
Viola		H. Beyer - Knilling - J. Reiter - Paesold - S & R	
Cello		H. Beyer - Knilling - J. Reiter - Paesold - S & R	
Other			

Other Information _____

Special Requests _____

Total Staff Required _____

Staff Names _____

Supplies Checklist

<input type="checkbox"/> Pens	<input type="checkbox"/> Calculators	<input type="checkbox"/> Instruments & display stands
<input type="checkbox"/> Clipboards	<input type="checkbox"/> Candy	<input type="checkbox"/> Transfer Sheets
<input type="checkbox"/> Flyers	<input type="checkbox"/> Banner and/or Signs	<input type="checkbox"/> Thank You Note & Gift For Teacher
<input type="checkbox"/> Rental Agreements	<input type="checkbox"/> Rental Agreements	<input type="checkbox"/> Books & Accessories

Music Educator Survey

Help your local music retailer help you by letting them know what your students need this year.
Take a moment to complete the following survey and keep copies on hand for inquiring vendors.

School Name: _____ Teacher Name: _____

School Phone: _____ Music Room EXT. or Number: _____

Planning Period or Best Time to Call: _____

In addition to Flute, Clarinet, Trumpet, Trombone, Alto and Tenor Sax, Violin and/or Viola, will your students also need any of the following instruments? Please circle all that apply:

Snare Drum Kit	Bell Kit	Snare/Bell Combo	Baritone Horn	3/4 Tuba
Euphonium	Oboe	Bass Clarinet	Sgl French Horn	Dbl French Horn
Cello	String Bass			

Do you have any instrument brand preferences? _____

What band/orchestra method book will your students be using? _____

Supplemental books: _____ Student purchase or school provided? _____

Do you recommend a music stand for home use? Yes ___ No ___

Do you require a music manuscript book? Yes ___ No ___

If yes, please specify size and style. _____

Do you recommend a metronome for home or school practice? Yes ___ No ___

If yes, please specify electronic or mechanical if there is a preference: _____

Do you recommend a maintenance kit? Yes ___ No ___

Please list any accessory recommendations for the following:

Woodwinds (Reeds)

Reed Size: _____

Reed Brand: _____

Mpc Size: _____

Mpc Brand: _____

Brass (Mouthpiece)

Trumpet: _____

Trombone: _____

Bari Sax: _____

Tuba: _____

Percussion (Sticks/Mallets)

Stick Size: _____

Stick Brand: _____

Mallet Size: _____

Stick Bags: _____

Do you have a parent/rental meeting? Yes ___ No ___ If yes, may we attend? Yes ___ No ___

If yes, where and when? _____

Will parents rent instruments at the meeting? Or is this meeting informational-only? _____

Any other important information? _____

Will there be other vendors? Yes ___ No ___ If so, who? _____

