

## 25 Best Ideas To Improve Your Business - NOW!

hosted by  
**Alan Friedman & Danny Rocks**



## What We Did To Prepare For Today...

- E-mail over 200 music industry leaders
- Asked for their “proven” best ideas
- Asked them:
  - What they wanted to accomplish
  - How they did it
  - What they achieved / learned
- Selected “The Best of the Best” 25 Ideas

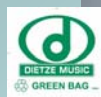
## We’ve organized all 25 ideas by the following categories...

- Sales Promotion Ideas
- Financial Management Ideas
- Technology Ideas
- Business Operation Ideas

## What We’re Going To Do...

- Introduce the “Idea Submitter” (all present will join us onstage at the end of the session)
- Danny or Alan will “quickly” communicate how each Best Idea succeeded (2 minutes)
- Don’t worry about writing notes – you’ll find this entire presentation on our firm’s website at: **[www.fkco.com](http://www.fkco.com)**

## Category 1 Sales Promotion Ideas



**Ted Eschliman, President**  
**Dietze Music**  
**Lincoln, Nebraska**



Make it exclusive



**Myrna Sislen, President**  
Middle C Music Corp.  
Washington, DC

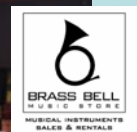


Loyalty is priceless



**Ravi**  
Musician, Clinician & Magazine Columnist  
Charlottesville, Virginia

Not a clinic. An Event.



**Tristann Rieck, President**  
Brass Bell Music  
Glendale, Wisconsin



Two little words



**John & Nedra Pedersen, Owners**  
Pedersen Band & Orchestra  
Burbank, California



Pet Touch Feel Relate Own



**Nick Rail, President**  
Nick Rail Music  
Santa Barbara, California



Never too late to rock



**Zach Phillips, Managing Editor**  
Music Inc. Magazine  
Elmhurst, Illinois

Free press



## **"Take-Aways" of Sales Promotion Ideas**

- Make a promotion exclusive, find a "hook"
- Integrate into your community; give back
- Create an event, not just a clinic
- Find innovative ways to say "thank you"
- Allow all customers to touch the "goods"
- Reach out to "baby boomers" & beyond
- Take advantage of "free" press releases

## **Category 2 Financial Improvement Ideas**



**Daniel Jobe**

Music Retail Accountant & Consultant,  
Friedman, Kannenberg & Co, Farmington, CT  
Former CFO, Palen Music Center, Springfield, MO




Squeeze profits out of your inventory




**Gerson Rosenbloom, President**  
Medley Music  
Bryn Mawr, Pennsylvania







**Liane Rockley, Vice President**  
Rockley Music, Inc.  
Lakewood, Colorado

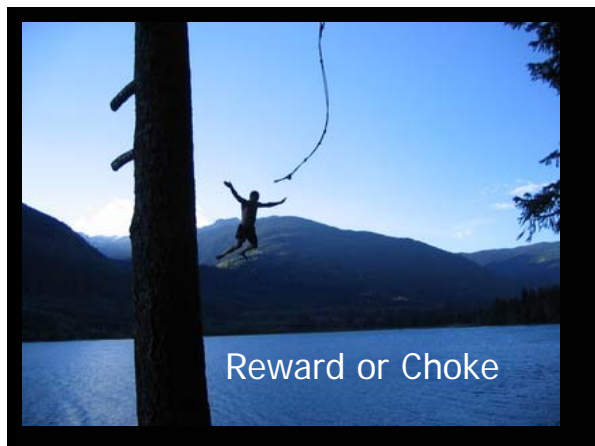



**Gary Winder, National Sales Mgr**  
Yamaha Music Corp, B&O Division  
Buena Park, California





**Mark Goff, President**  
Paige's Music  
Indianapolis, Indiana



Category 3  
**Technology Ideas**



**Dan Herbert, V.P.**  
Willis Music  
Florence, Kentucky



Get on the horn



**Frank Pampanella, President**  
PM Music Center of Aurora, Inc.  
Aurora, Illinois

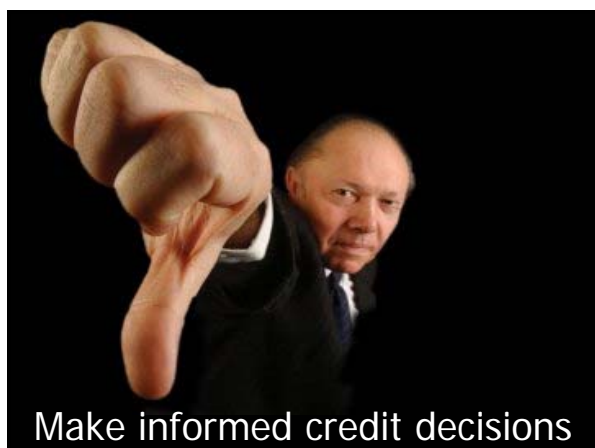
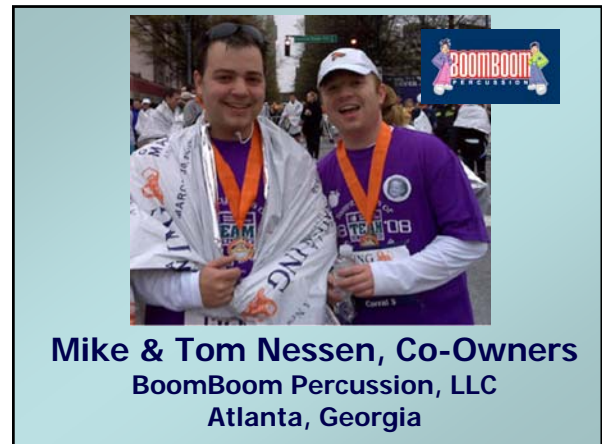


Optimize



**George Hines, President**  
George's Music, Inc.  
Berwyn, Pennsylvania





### "Take-Aways" of Technology Ideas

- Use a phone-calling service to promote
- Optimize your internet search engines
- Set store traffic & sales benchmarks using electronic people counters to act
- Add video to your website to increase product awareness and social networking
- Use accounting software & online technology to obtain instantaneous credit check info



Category 4  
Business Operations Ideas



Michael "Mick" Faulhaber, Pres.  
Ward-Brodt Music  
Madison, Wisconsin



Pressure to downsize




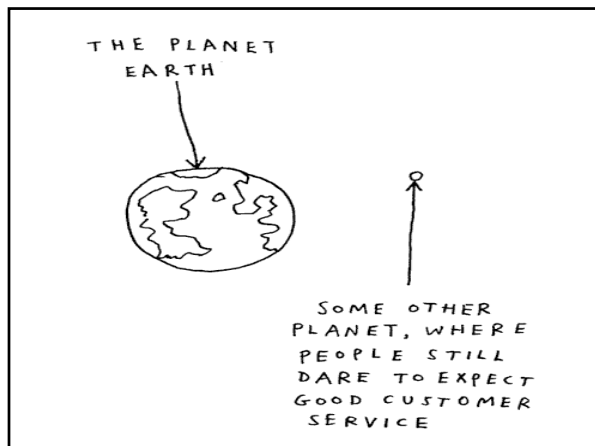
Mark Despotakis, President  
Progressive Music Center  
McKeesport, Pennsylvania



Advocate



Ron Bienstock, Esquire & Bass Player  
The Law Firm of Bienstock & Michael  
Hackensack, New Jersey



Pete Gamber, Owner  
Alta Loma Music  
Alta Loma, Colorado



Allow new teachers to toot their horns



Jessica Freehling-Kazzie, Mgr  
Art's Music Shop, Inc.  
Birmingham, Alabama



Join



Bryan McCann, President  
Instrumental Music Corporation  
Ventura, California

Differentiate.



### **"Take-Aways" of Operational Ideas**

- Know when to hold them and when to fold them – always stay positive!
- Advocate for new music makers
- Make customer service more than lip service
- Promote new teachers; let them "speak up"
- Join industry groups and trade associations
- Differentiate yourself from all others

A final piece of advice from...



Alan



Danny

