



“The results were fast and undeniable. Within 30 days of beginning Cardone University, we jumped from a closing percentage of 35.3% in 2017 to 70.8% thus far in 2018. AND... at the same time, we raised our rates 12%. So, this is proof that price doesn't sell.”

“We raised our rates, aligned our sales process with Grant's and our closing percentage doubled while charging a higher rate. We sold \$405k of dance lessons in 2017, and will easily pass \$1M in 2018.”

Anthony Lewis – Director

Company Bio

Ballroom X is one of the fastest growing social dance studios in the United States offering private and group lessons in Ballroom, Latin, Swing, and Country Western Dancing. Their success is earned through improving the lives of others through the benefits of dance.

Challenges and Objectives

They have been very successful in attracting new prospective clients to visit their studio for an introductory lesson, but have struggled with converting these new clients and getting them to enroll in their lesson programs. Their goal when beginning Cardone University was to retain a higher percent of these prospects and convert them into consistent students. Also, their closing percentages were below target and they needed to get their staff more skilled and confident in handling objections as well as with their follow up.



Top Benefits Achieved

- ▶ First 30 days on Cardone University closing percentage doubled from 35.3% to 70.8%
- ▶ Raised their rates by 12%
- ▶ Sold \$405k of dance lessons in 2017 and on track to pass \$1M in 2018
- ▶ Able to afford additional staff
- ▶ Able to open up a second location and scale their business



The Resolution

Each staff member is required to study and pass a minimum of 6 lessons per day. All their staff are paid hourly plus commissions and assign potential new clients to those who are meeting their training requirements.

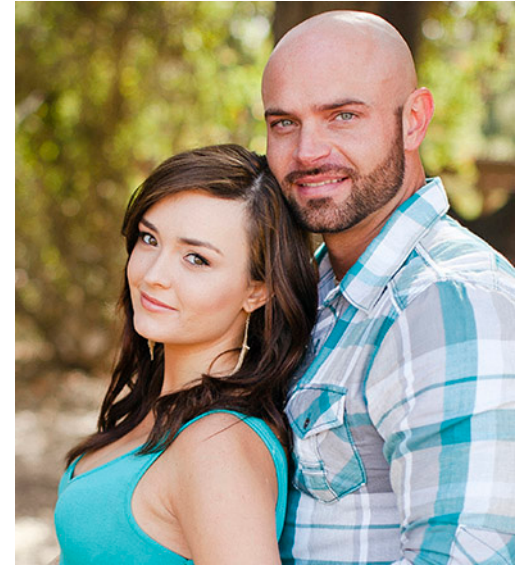
The Results

The biggest change Cardone University has brought Ballroom X has been the ability to take a group of creatives (dancers) and get them to see the importance sales has on their business. They are 10X motivated and have the confidence they need to present their services and handle objections as they are presented. Second, the culture has dramatically improved and are substantially more cohesive as a sales team. Their closing percentages have literally doubled since this same time last year.

The results were fast and undeniable. Within 30 days of beginning Cardone University, they jumped from a closing percentage of 35.3% in 2017 to 70.8% thus far in 2018. At the same time, they increased their rates 12%. They aligned their sales process with Grant's and their closing percentage doubled while charging a higher rate. In 2017, they sold \$405k of dance lessons, and are on their way to easily pass \$1M in 2018. Because of this massive growth, they have been able to substantially increase their staff to 12 employees (up from 9) and are planning to scale their business into a second location in the next 2 months (and will hire an additional 5 employees).

Additional feedback

"This has been the change we needed. Knowing the crazy results we have obtained and how fast we made them made the investment we made seem like pennies. Don't tell Grant, but I would pay twice as much."



“Wow. The biggest change in our company is we’ve been able to take a group of creatives (dancers) and get them to see the importance that sales has on our business. They are 10X as motivated and have the confidence they need to present our services and handle objections as they are presented. Secondly, the culture has dramatically improved and we are substantially more cohesive as a sales team. Our closing percentages have LITERALLY doubled since the same time of last year. Doubled.”

Anthony Lewis
Director

