



## How you can get more out of your dance classes.

If most dance studios seem to have friendly teachers, dance floor, stereo system and experience in teaching dance, aren't they all pretty much the same? Does it really matter which place you decide to enroll? Yes! There are some things that can make a huge difference in the quality of instruction you receive and the overall enjoyment and satisfaction of being involved in a dance program.

### Here are some things that you should consider before deciding where to enroll.

#### 1. WILL I BE REQUIRED TO SIGN A CONTRACT?

Many dance schools require their students to sign a contract for a specific amount of classes or a specific length of time, requiring a commitment to pay large sums of money up front. You may be escorted to an office where you are asked to sit down with a sales manager and are coerced into buying large "packages" of private lessons and group classes.

These sales oriented, nationwide companies use sophisticated selling procedures and methods similar to those that you may experience when buying a car. This means that the more you buy the "better deal" you will get. This wouldn't be such a bad thing if you wouldn't have to spend several thousands of dollars up front.

At Dance Trends we don't use selling pressure or any other selling techniques. We never sit a prospective student down in a closed office and pressure them to buy. We don't even have a sales manager.

#### 2. IS THE ENTIRE COST CLEARLY STATED?

Our pricing is clear and up front. There are no hidden costs. Many dance studios charge as much as \$149 for one private lesson. Our prices are on the average twenty-five to forty percent less than most nationwide franchised dance studios.

#### 3. WILL I BE PRESSURED TO TAKE PART IN DANCE COMPETITIONS AND PERFORMANCES?

Many dance schools are pushing their students into doing dance competitions and performances. We focus on social aspect of dance, providing students with skills they need to enjoy themselves on the party, night club, cruise or other social events.

At Dance Trends we never push or pressure our students to do either. We have students that want to learn to dance for fun, others that are learning to dance for a specific occasion like a wedding, cruise or bar mitzvah. We also have students that have a desire to perform or take part in ballroom dance competitions. We do our best to make our students dance dreams become a reality, whatever they may be.

#### 4. ARE THE TEACHERS QUALIFIED AND EXPERIENCED?

Many dance studios hire instructors that have little or no experience in teaching dance. You may be familiar with the typical ad placed in the newspaper asking for dance instructors and saying, "no experience required, will train". These newly hired instructors are given basic dance training and are on the floor teaching unsuspecting students within a few weeks. They are literally learning to dance along with their students. Sometimes watching a video and learning a step within a few minutes before their student arrives for the lesson.

Our teachers are highly qualified, experienced and well trained professional dancers. Some of them are former competitors, some of them are focusing on teaching, but the bottom line is all of them are professionals with great background.

