

NEW PRODUCT SPOTLIGHT

SIGNATURE SERIES SWORDS BY SHIHAN DANA ABBOTT

Each blade is precisely tempered and polished according to professional Japanese standards of sword making. The result is a distinct wavelike pattern along the temper line. Additionally, these swords feature genuine rayskin, as well as cotton wrap on the hilt for superior gripping.



Practical Plus Wakizashi Blade
Imported
LENGTH: BLADE: 20"; HANDLE: 7.25"; OVERALL: 27.25"
#CH1515 WHLSE \$499.99 RETAIL \$549.99



Practical Plus Blade
Imported
LENGTH: BLADE: 27.25"; HANDLE: 12.75"; OVERALL: 40"
#CH1514 WHLSE \$499.99 RETAIL \$599.99



Practical Iaido Blade
Imported
LENGTH: BLADE: 27.75"; HANDLE: 12.75"; OVERALL: 40"
#CH1517 WHLSE \$499.99 RETAIL \$599.99



Practical Plus XL Blade
Imported
LENGTH: BLADE: 28"; HANDLE: 14"; OVERALL: 42"
#CH1516 WHLSE \$599.99 RETAIL \$699.99

WWW.CENTURYMARTIALARTS.COM (800) 626-2787



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JULY 2019

UPDATE

POWERED BY CENTURY | FUELED BY MAIA



ADD TO YOUR BOTTOM LINE!
HOW TO SELL A 2ND UNIFORM

FREESTANDING BAG SALE!
DETAILS ON PAGE SIX

A SUMMER SCHOOL MAKEOVER IS EASIER THAN YOU THINK!
DETAILS ON PAGE FOUR

HOW TO SELL A SECOND UNIFORM

At a recent MAIA seminar in Boston, I was asked for some ideas on how to increase retail sales. Specifically, we covered how to sell uniforms.

One of my favorite retail strategies is selling a second uniform. I like this idea because this is an infrequently sold item (or at least, one not sold early into a student’s membership), yet one that offers a very real benefit. You’re not pressuring your student to buy something they don’t need or won’t use. Quite the opposite! Chances are they’ll be glad to have a backup uniform.

One of the best times to sell a second uniform is right at enrollment. After a child student

is officially signed up, we tell their parents, “Congratulations on your child becoming a new member at ABC Karate School! We have found that many parents prefer not to have to wash a uniform after every single class, so we offer a 25% discount at the time of sign-up if you would like to purchase a second uniform.” For adult students we say, “You’re going to get a great workout, so your uniform will probably be sweaty after class. To help make your laundry schedule easier, we offer a second uniform for 25% off if you purchase it at enrollment.” We have found that when presented correctly and priced fairly, close to 50% of the people will make the purchase.

BY FRANK SILVERMAN | MAIA EXECUTIVE DIRECTOR

NOT SURE WHAT TO
TEACH
TONIGHT?

ACCESS THE WORLD'S LARGEST MARTIAL ARTS DRILLS
LIBRARY STRAIGHT FROM YOUR FINGERTIPS.

Now available on iOS and Android





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ANDROID APP ON
Google play

Download the App Today.

20% OFF STUDENT UNIFORMS

20% OFF OUR MOST POPULAR UNIFORMS
ONE WEEK ONLY! JULY 7 - 13



7 oz. Middleweight Student Uniform

Imported

UNIFORM WITH ELASTIC WAIST PANTS

SIZES: YOUTH: 000-2;
ADULT: 3-9

COLORS: WHITE, BLACK, RED, OR BLUE

#0462

SIZE	COLOR	SALE	REG. WHLSE
000	WHITE	\$7.99	\$9.99
00	WHITE	\$8.79	\$10.99
0, 1	WHITE	\$9.59	\$11.99
2	WHITE	\$10.39	\$12.99
3, 4	WHITE	\$11.19	\$13.99
5	WHITE	\$12.79	\$15.99
6	WHITE	\$14.39	\$17.99
7	WHITE	\$15.99	\$19.99
8, 9	WHITE	\$17.59	\$21.99
000	BLACK	\$9.59	\$11.99
00	BLACK	\$10.39	\$12.99
0	BLACK	\$11.19	\$13.99
1	BLACK	\$11.99	\$14.99
2	BLACK	\$12.79	\$15.99
3	BLACK	\$13.59	\$16.99
4	BLACK	\$14.39	\$17.99
5	BLACK	\$15.99	\$19.99
6	BLACK	\$17.59	\$21.99
7	BLACK	\$18.39	\$22.99
8, 9	BLACK	\$19.19	\$23.99
000	BLUE OR RED	\$11.19	\$13.99
00, 0	BLUE OR RED	\$12.79	\$15.99
1, 2	BLUE OR RED	\$14.39	\$17.99
3, 4	BLUE OR RED	\$15.19	\$18.99
5	BLUE OR RED	\$15.99	\$19.99
6	BLUE OR RED	\$17.59	\$21.99
7, 8	BLUE OR RED	\$19.99	\$24.99
9	BLUE OR RED	\$20.79	\$25.99



OUR BEST-SELLING UNIFORM!

6 oz. Lightweight Student Uniform

Imported

SIZES: YOUTH: 0000-2 (BLUE, RED, PINK NOT AVAILABLE IN SIZE 0000);
ADULT: 3-7

COLORS: WHITE, BLACK, RED, BLUE OR PINK

#0463

SIZE	COLOR	SALE	REG. WHLSE
0000	WHITE	\$5.59	\$6.99
000	WHITE	\$6.39	\$7.99
00	WHITE	\$7.19	\$8.99
0, 1	WHITE	\$7.99	\$9.99
2, 3	WHITE	\$8.79	\$10.99
4	WHITE	\$9.59	\$11.99
5	WHITE	\$11.19	\$13.99
6	WHITE	\$11.99	\$14.99
7	WHITE	\$12.79	\$15.99
0000	BLACK	\$7.19	\$8.99
000	BLACK	\$7.99	\$9.99
00	BLACK	\$8.79	\$10.99
0, 1	BLACK	\$9.59	\$11.99
2, 3	BLACK	\$10.39	\$12.99
4	BLACK	\$11.19	\$13.99
5	BLACK	\$12.79	\$15.99
6	BLACK	\$13.59	\$16.99
7	BLACK	\$14.39	\$17.99
000	RED, BLUE OR PINK	\$10.39	\$12.99
00	RED, BLUE OR PINK	\$11.19	\$13.99
0, 1	RED, BLUE OR PINK	\$11.99	\$14.99
2, 3	RED, BLUE OR PINK	\$12.79	\$15.99
4	RED, BLUE OR PINK	\$13.59	\$16.99
5	RED, BLUE OR PINK	\$14.39	\$17.99
6	RED, BLUE OR PINK	\$15.99	\$19.99
7	RED, BLUE OR PINK	\$16.79	\$20.99

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LOOKS MATTER – THE VALUABLE BENEFITS OF A SCHOOL MAKEOVER

Does your school look like a first-class martial arts dojo? Does your look separate you from your competitors? How would you like to give your school a fresh new look and make money doing it?

A school owner should consider doing a minor makeover – which could include replacing equipment and training targets – at least once a year (major makeovers with new paint, furniture, buildouts/renovations, etc. can be done less frequently). Make an announcement to all your students that you will be hosting a sale of all used equipment where students can save up to 50%. The more worn-down the equipment, the

greater the discount you can offer. Make sure to announce that this sale is first-come, first-served and have a start date on when the sale will begin. The money you make from this sale can be used to buy all new training equipment and targets for your school. This is important because we must remember that we are just one of many martial art schools. We need to be different, not just from a teaching perspective, but also from a look and feel perspective. Many martial art schools have beat-up equipment that might look okay to the hardcore martial artist, but won't impress the mom or dad looking for lessons for their child.

BY MIKE METZGER | LEAD MAIA CONSULTANT

TRY IT FOR 7 DAYS FOR ONLY \$1



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- Business Tools
- New Students
- Social Media
- Retail
- Upgrades & MORE

MAIAEDGE.COM



BIG SAVINGS ON SELECT FREESTANDING BAGS!



\$40 OFF

Wavemaster® 2XL Pro

USA/Imported

SIZE: BAG- 18" DIA. X 52" TALL; BASE DIAMETER- 28"; TOTAL HEIGHT- 67" TALL

WEIGHT: APPROX. 270 LBS. WHEN FILLED WITH WATER

COLORS: RED, BLACK, OR BLUE

#10177RK: RED SALE \$189.99 REG. WHLSE \$229.99

#10177BKK: BLACK SALE \$189.99 REG. WHLSE \$229.99

#10177BLK: BLUE SALE \$189.99 REG. WHLSE \$229.99



\$50 OFF

Torrent® T2 Pro

USA/Imported

SIZE: APPROX. 18" DIA. (TOP), 24" DIA. (BASE), 67" TALL

WEIGHT: APPROX. 250 LBS. WHEN FILLED WITH WATER

COLOR: BLACK/ORANGE

#102162K SALE \$229.99 REG. WHLSE \$279.99

MINIMUM ORDER REDUCED FROM 6 TO 3. NEW ARTWORK - TWO FREE ARTWORK HOURS AND TWO FREE SCREENS. CHOOSE YOUR COLOR VINYL AND ADD YOUR LOGO FOR A CONSISTENT LOOK AT YOUR SCHOOL.

DOJO DEAL OF THE MONTH

40% OFF SELECT BRAVE BOXING GLOVES



Brave™ Boxing Gloves
Imported
SIZES: 12 OZ., 14 OZ., 16 OZ.
COLOR: SILVER/NAVY
#1473205P SALE \$14.39 REG. WHLSE \$23.99



Brave™ Boxing Gloves
Imported
SIZES: 12 OZ., 14 OZ., 16 OZ.
COLOR: RED/BLACK
#1473105P SALE \$14.39 REG. WHLSE \$23.99

CLEARANCE DEAL OF THE MONTH

SAVE ON SHOES! SWAP FOR DEEP DISCOUNTS ON TATAMI FLIP FLOPS AND PROSPECS LACE-UP SHOES!



Prospects Lace-Up Shoes
Imported
SIZES: ADULT MENS: 7, 8, 9, 10, 11, 12
COLOR: WHITE/BLACK
#07100 SALE \$24.99 REG. WHLSE \$79.99



Tatami Flip Flops
Imported
SIZES: ADULT MENS: 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12
(TO ORDER WOMEN'S SIZES, ORDER 1-1/2 SIZES DOWN)
COLOR: BLACK/BAMBOO
#076 SALE \$1.99 REG. WHLSE \$24.99

VISIT US AT WWW.CENTURYMARTIALARTS.COM/CLEARANCE FOR NEW ADDITIONS AND THE LATEST PRICE CUTS IN OUR CLEARANCE SELECTION!