

# Mt. Snow Golf School: Sales/Mktg Strategy

Objective Convincing prospects to choose Mt. Snow Gold School

Data Source Telephone interviews with students & prospects in FL, CN, MA, RI, NH, VT, ME

Question *“What would convince you to attend Mt. Snow Golf School instead of its competitors?”*

**ThoughtSCAN**<sup>®</sup>

VERBATIMS

improve

game

small

classes

ThoughtScan Frequency

66

46

29

19

ThoughtTalk *“It takes **small classes** to **improve** your performance.”*  
*“**Small** teacher to student ratio.”*  
*“You learn how to improve quicker in the **small classes**.”*

Results Mt. Snow began promoting its small student to teacher ratio in print, direct mail, and incoming telephone contact. A strong increase in attendance was observed within the first six months.

[www.wallacewashburn.com](http://www.wallacewashburn.com)