

# 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	<i>“What would convince you to attend Mt. Snow Golf School instead of its competitors?”</i>

**ThoughtSCAN**<sup>®</sup>

## VERBATIMS

improve

game

small

classes

## ThoughtScan Frequency

66

46

29

19

ThoughtTalk	<i>“It takes <b>small classes</b> to <b>improve</b> your performance.”</i> <i>“<b>Small</b> teacher to student ratio.”</i> <i>“You learn how to improve quicker in the <b>small classes</b>.”</i>
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Results	<p>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.</p> <p><a href="http://www.wallacewashburn.com">www.wallacewashburn.com</a></p>
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