



## MBU Beginner Track Schedule

The MBU Beginner Track is designed for businesses that have never been to MINDBODY University before. The courses will help you understand the metrics that are most important to running your business as well as cover ways to use your Key Performance Indicators (KPIs) to streamline operations.

**TUESDAY, SEPTEMBER 18**

8:15 AM – 9:00 AM **Registration**

9:00 AM – 9:30 AM **Welcome**

*KK Hart, MINDBODY-Certified Consultant*

We'll kick off our event by introducing the MINDBODY University faculty and sharing the MINDBODY University vision. Learn how this vision will help your business grow and enable you to achieve new levels of success.

9:30 AM – 10:15 AM **Introduction to Reporting in MINDBODY**

*Patrick McClintock, Premium Services Manager*

The reporting capabilities in MINDBODY software are immense and can be intimidating. We'll highlight which reports are most vital, show you how to tag features for report customization, and teach you how to use the reporting dashboard.

10:15 AM – 10:30 AM **15-Minute Break**

10:30 AM – 12:00 PM **KPI: Attendance & Revenue**

*Katie Santos, MINDBODY-Certified Consultant*

We'll look at Key Performance Indicator (KPI) reports that show revenue, attendance, new client growth, and average attendance. Learn how to generate these reports and analyze what they tell you about your business.

12:00 PM – 1:00 PM **Creating a Sales Process**

*Josh Biro, MINDBODY-Certified Consultant*

Improving sales is one of the fastest ways to grow your bottom line. Learn sales best practices, how to create a sales process, and how to use MINDBODY for effective sales communication and follow-up. Explore ways to train, galvanize, and effectively incentivize your entire team, so that everyone is invested in the process.



1:00 PM – 2:00 PM

### **Lunch**

2:00 PM – 3:30 PM

### **KPI: Retention**

*KK Hart, MINDBODY-Certified Consultant*

We'll look at Key Performance Indicator (KPI) reports that measure client retention, the effectiveness of your social deals, and the rate of your intro-offer-to-autopay conversions. Learn how to use the No Return report so you can reach out to clients who haven't visited your business for a while.

3:30 PM – 3:45 PM

### **15-Minute Break**

3:45 PM – 4:45 AM

### **Intelligent Pricing**

*Josh Biro, MINDBODY-Certified Consultant*

Learn how to strategically price your services to realize your true revenue potential and improve retention. We'll focus on and give examples of proven strategies and pricing-specific options like memberships. Discover how to create a foundation for commitment and community.

4:45 PM – 5:30 PM

### **Bringing it All Together – What Next?**

*KK Hart, MINDBODY-Certified Consultant*

You made it! You now have a foundation of knowledge upon which you can make data-driven business decisions. This final talk will help you synthesize all that you've learned and start to prioritize your plans of action.