

## Step Up Instrument Display

### Operational Outline

Work with your District Manager to determine if this program will help your band. If so, complete the Step-Up Instrument Display Planning Sheet.

1. **Choose the type of instruments** you want in your band. (These instruments will become the standard for your band. Students and parents will eventually come to know and expect this standard, making it easy to maintain.)
2. **Paige's will provide Demo models.** Your Paige's DM will bring you one of each of the selected wind instruments to show and let band members try in class. By allowing them to try the instruments, students can see, FEEL AND HEAR the differences a new instrument can make. (3---5 weeks in advance of display) For oboe, tenor sax, euphonium and french horn, a demo instrument might be provided if there are more than 3 students with rentals in the 12-18 month payment range.
3. **Directors to teach the value of a step-up instruments to students.** Use the first few minutes of each band class to talk about the recommended instruments and explain their benefits. An outline is provided, covering the differences between the beginner and step---up instruments, and the benefits to be expected from better quality instruments.
4. **Directors to send a letter informing parents of the instrument display.** Up to two weeks prior to the step---up meeting, send a copy of the step---up letter to the parents of each child who is a candidate for a step---up instrument. (14 days prior to display) In your email/letter, please be sure to send parents online to schedule their appointment. You will receive a special hyperlink from the Retail Sales staff that contains the online scheduling link.
5. **Collect response forms.** Four days before the meeting, collect the return slips and arrange the appointments on the schedule sheet. Appointments should be approximately 15 minutes apart. 4---6 days in advance of display for both wind and percussion students.
6. **Inform Director Services of the schedule of appointments.** Please email the schedule or list of student names and instruments into director services. (3 days prior to display) Use the following email address: [directorservices@paigesmusic.com](mailto:directorservices@paigesmusic.com) or [stepup@paigesmusic.com](mailto:stepup@paigesmusic.com)
7. **Call into Director Services with any late additions.** We can add appointments up to the morning of the display.
8. **Attend the step-up display.** Your attendance is necessary for the parents to better understand the 'why' behind the need of a more advanced instrument. A parent is always more comfortable in making the decision to move forward when the director attends the display. A Paige's representative will meet with the parents at each appointed time and arrange for them to purchase or rent the models of instruments you have recommended.