

The Front Desk Concierge Tool Kit

Your lobby decides whether a family stays. This is the whole system — **print it, hand it to your staff, and run it at your next meeting.** Nothing here needs new software, a new hire, or a dollar of ad spend.



The Desk Card

Three scripts. Laminate it.



The Anticipation Sheet

Ten questions, beaten to the punch.



The 15-Minute Agenda

Your next staff meeting, written.



Six Role-Play Cards

Cut out. Draw one. Run it cold.



The Phone Script

The new-family call, word for word.



Scorecard + Tracker

Where you are. Where you land in 30 days.



PRESENTED BY

Steve Sirico & Angela D'Valda Sirico

Co-founders, Dance Teacher Web · IACDP Hall of Fame, 2026

Lost this tool kit? Scan the code — it is free, and there is no email wall.

danceteacherweb.com/articles/blog/2026/9/18/front-desk-concierge-toolkit

The Desk Card

The three scripts, on one page. This is the only page your front desk actually needs in front of them.

SHIFT 1 — THE ANTICIPATION GREETING

"Hi Sarah! Emma's ballet class is in Studio B today. While she's in there, did you need to grab her recital tights or update the card on file?"

NAME + CLASS + ROOM

Proves you know this family.

"WHILE SHE'S IN THERE..."

Uses time they were spending anyway.

TWO USEFUL OFFERS

Answers the ask before it is made.

SHIFT 2 — THE 3-STEP DE-ESCALATION

1. ACKNOWLEDGE & VALIDATE — "I completely understand why that is frustrating for you, and I want to make sure we get this sorted out."

2. ISOLATE THE ISSUE — "Just so I have all the details for the director — your main concern is [X], is that correct?"

3. THE LIFELINE — "[Owner] is teaching right now, but I am putting this note directly on the desk and they will call you tomorrow between 10 AM and 12 PM. Which number is best?"

SHIFT 3 — THE EMPATHETIC SUGGESTION

"I noticed Emma has been loving her jazz class. A lot of our jazz students add a hip-hop class to help with their rhythm and power. We have a spot open on Thursdays if she wants to try it out next week, risk-free."

PERSONAL OBSERVATION

SOCIAL PROOF

A REAL OPENING

ZERO RISK

The front desk's job is never to render a verdict. De-escalate, document, and protect the director's teaching time.

MAKE IT YOURS — FILL THESE IN BEFORE YOU LAMINATE

Your greeting template

"Hi _____! _____'s _____ class is in _____ today.

While she's in there, did you need to _____ or _____?"

Your lifeline line

"_____ is teaching right now, but I'm putting this note directly on the desk and they'll call you _____ between _____ and _____."

The Anticipation Cheat Sheet

Left column: what your desk gets asked every single week. Right column: the line that beats them to it. Fill in the blanks with your studio's real dates and numbers, then hand it to every staff member.

1 "Where are the bathrooms?"

→ "Bathrooms are down the hall on the left — water fountain is right next to them."

2 "What time is pickup?"

→ "Emma is out at 5:45 today. We will have them lined up right here by the door."

3 "When is tuition due?"

→ "Quick heads up — autopay runs on the 1st. Card on file ends in 42, still good?"

4 "Which studio is she in?"

→ "Emma is in Studio B today — we swapped rooms this week for the recital set."

5 "Does she need new shoes?"

→ "She will need tan jazz shoes by October 15 — we keep them here in her size."

6 "Is there a recital fee?"

→ "Recital fee is \$___ and it posts December 1, so nothing hits your card before then."

7 "Can I watch class?"

→ "Parent watch week is the last week of every month. The next one is ___."

8 "Is my daughter doing okay?"

→ "Let me grab Miss ___ for two minutes after class — she has been wanting to tell you about Emma's turns."

9 "What about the class she missed?"

→ "You have a make-up credit on the account — want me to book it into Saturday now?"

10 "When is competition team?"

→ "Auditions post ___. I will text you the packet tonight so you are not hunting for it."

If you answer a question every single week, it belongs in the greeting — not in the Q&A.

Your studio's #11: the one question we get more than any of these — _____ The line that beats it — _____

Five Phrases to Ban at the Desk

Cut this page out and tape it inside the front desk drawer. That is the entire training.

BANNED

"I don't know."

SAY THIS

"Great question — let me find out and text you before you hit the parking lot."

It is never the not-knowing that upsets a parent. It is the dead end.

BANNED

"That's not my department."

SAY THIS

"I'll own this one. I'll get the answer from the right person and come back to you."

A parent does not care about your org chart. They came to one desk.

BANNED

"You'll have to email that."

SAY THIS

"I'm writing it down right now and putting it on the director's desk."

Sending a frustrated parent away to do work is how a small issue becomes a Facebook post.

BANNED

"We're really busy right now."

SAY THIS

"Give me 90 seconds and you'll have my full attention."

Busy is your problem, not theirs. Name a real number and they will wait happily.

BANNED

"I think so."

SAY THIS

"Let me confirm — I'm not going to guess with your daughter's schedule."

One wrong guess about a pickup time costs you more trust than a month of good service buys.

None of these five cost a dollar. None of them require a new hire. All five can be fixed before Monday.

WHILE YOU ARE AT IT — THE OTHER THING NOBODY SHOULD IMPROVISE

The three add-ons your desk should know cold

Which second class does your desk suggest to a jazz kid? A ballet kid? A first-year kid? Decide it once, write it here, and nobody at the desk ever has to guess mid-conversation.

A jazz student → _____ · A ballet student → _____

A first-year student → _____ · A student aging out of rec → _____

The 15-Minute Staff Meeting

Everything in this tool kit fits into one short staff meeting. Here is that meeting, minute by minute. Print this, put it on the table, and run it top to bottom.

0:00

to 0:02

Why we are doing this

Read one line out loud: "A gatekeeper protects the door. A concierge protects the relationship." Then tell them the truth — this is not about being nicer. It is about the studio running without the owner in the lobby.

0:02

to 0:05

The greeting

Hand out the Desk Card. Every person reads the Shift 1 script out loud, once. Yes, out loud — reading it silently does nothing. Then ask: what would you have to look at before the door opens to say that?

0:05

to 0:09

The drill

Pair up. One is the parent, one is the desk. Draw a Role-Play Card. Run all three de-escalation steps. Swap and draw again. Debrief with one question: which step was hardest?

0:09

to 0:12

The one question

Ask: "What is the question we get every single week?" Write it on the board. Agree as a group on the exact line that beats it. Add it to the Anticipation Sheet.

0:12

to 0:14

The noticing habit

Name three students who look ready for a second class — kids who linger, peek into other rooms, or have energy left. Assign one to each staff member this week. Not a quota. A noticing habit.

0:14

to 0:15

The one rule

Nobody at this desk says "I don't know" again. Post the five banned phrases in the drawer. Put next month's fifteen minutes on the calendar before anyone leaves the room.

Do not send this as a document for them to read. A script read silently changes nothing. The whole point is that words come out of mouths in a room.

Six Role-Play Cards

Keep these in a mug on the front desk. At every staff meeting, somebody draws one and runs it cold — no script in hand. Two minutes. That is the whole drill.

THE COSTUME

HOT

"I paid \$400 for a costume that does not fit, and nobody has called me back."

DO NOT: Do not promise a refund, a re-order, or a date you cannot confirm.

Your job: de-escalate · document · protect the director's time.

THE SOLO

HOT

"My daughter has been here six years and she did not get the solo. I want an explanation."

DO NOT: Do not explain the casting. You were not in the room and it is not your call.

Your job: de-escalate · document · protect the director's time.

THE CHARGE

WARM

"There is a \$75 charge on my card that I never approved."

DO NOT: Do not reverse anything, and do not say "that must be the recital fee" unless you have looked.

Your job: de-escalate · document · protect the director's time.

THE LATE PICKUP

WARM

Third late pickup this month. You mention the policy and the parent gets defensive.

DO NOT: Do not apologize for the policy. Do not threaten with it either.

Your job: de-escalate · document · protect the director's time.

THE COMPARISON

HOT

"Why is she in the same level as last year when her friend moved up?"

DO NOT: Do not discuss another child. Ever. Not one word.

Your job: de-escalate · document · protect the director's time.

THE WALK-IN

OPPORTUNITY

A brand-new family walks in mid-class with a six-year-old and no appointment.

DO NOT: Do not hand them a schedule and a price sheet. Get the child's name and age first.

Your job: de-escalate · document · protect the director's time.

The goal is never to win the conversation. It is a calm lobby and a paper trail.

The Phone Inquiry Script

The single highest-dollar 90 seconds at any front desk. A parent who calls you has already decided to enroll somewhere — the only open question is whether it is here.

1 Answer with a name and an offer — never a question
"[Studio name], this is Maria — are you calling about classes?"
Not "can I help you." You already know why they called.

2 Get the child's name and age FIRST
"Wonderful. What is her name, and how old is she?"
Write it down. Then use the child's name at least three more times in the call.

3 Ask about the child, not the schedule
"Has she danced before, or would this be her first time?"
This is the whole call. It tells the parent you care about their kid, not about filling a slot.

4 Recommend ONE class. Not a menu
"For a six-year-old brand new to this, I would put her in Tuesday 4:30 Combo with Miss Angela — that class is all first-timers."
A parent who is read the full schedule hangs up and calls the next studio.

5 Remove the risk
"Come take a free trial this Tuesday. If she loves it we will get her registered. If she does not, no hard feelings."
Do not quote the full-year price before they have seen the room.

6 Close the loop before you hang up
"What is the best number to text? I am sending you the address and what to wear right now, while we are on the phone."
Send it while they are still on the line. Not later. Later never happens.

7 The 24-hour rule
"Hi [name] — we saved Emma's spot in Tuesday's 4:30. Want me to move it to next week?"
One text if they no-show. One. Then let it go.

Never say: "check the website," "let me read you the schedule," or "we start at \$___ a month." All three end the call.

The 60-Second Lobby Scorecard

One point for every honest yes. Score it today, then score it again in thirty days. Nobody is collecting these — the only person it is for is you.

☐ My desk greets families by name before they reach the counter. Day 1 ☐ Day 30 ☐

☐ My staff can see today's schedule without clicking anything. Day 1 ☐ Day 30 ☐

☐ An upset parent gets handled at the desk — not in my studio doorway. Day 1 ☐ Day 30 ☐

☐ Every complaint from last month is written down somewhere I can find it. Day 1 ☐ Day 30 ☐

☐ My desk suggested a second class to at least one family last week. Day 1 ☐ Day 30 ☐

☐ I was not pulled out of a class this week for a lobby issue. Day 1 ☐ Day 30 ☐

☐ A brand-new family gets the same greeting as a ten-year family. Day 1 ☐ Day 30 ☐

☐ My front desk has scripts in writing — not just "use your judgment." Day 1 ☐ Day 30 ☐

☐ Every staff member could recite the de-escalation steps without this page. Day 1 ☐ Day 30 ☐

☐ A new family who calls gets a name, one recommendation, and a text — every time. Day 1 ☐ Day 30 ☐

0-4

Gatekeeper

You are the highest-paid front desk worker in the building.

5-7

Halfway

Good instincts, no system. Everything depends on who is working.

8-10

Concierge

The lobby runs without you. Now go teach.

The Concierge Tracker

Five numbers, four weeks. Tally marks are fine — this is not a report, it is a mirror. The last column is the one that tells you whether any of this worked.

	Families greeted by name	Trials or add-ons suggested	Trials accepted	Complaints handled AT the desk	Times the owner got pulled out of class
Week 1					
Week 2					
Week 3					
Week 4					

What "good" looks like at day 30

- Column 2 is never zero in a week.
- Column 3 is at least a third of column 2.
- Column 4 climbs — that means the desk is absorbing things it used to hand you.
- **Column 5 falls.** That is the whole game.

The two you fix first

Go back to the scorecard. Pick the two lowest-hanging noes and write them here — these are the only two you are allowed to work on this month.

1. _____

2. _____

The only number that matters

Re-take the scorecard on day 30 and write both numbers here.

DAY 1
_____/10

DAY 30
_____/10

If the number did not move, the scripts were never said out loud. Say them out loud.

Scan, or Type It In

Every QR code below also has the plain URL underneath it — scan it now, or write it on the back of your hand. Both work.



Dance Teacher Web

danceteacherweb.com

The membership: dance educator curriculum, studio owner curriculum, lesson plans, and the full business library.



Conference & Expo 2027

danceteacherconference.com

July 27–30, 2027 · Caesars Forum, Las Vegas. Three tracks at once, six months of replays, register four and the fifth is free.



Studio 360

dtwstudio360.com

Ten strategic growth tools that sit on top of the software you already run. Front Desk Concierge 360 is the one that maps to this tool kit.



Assemblé — by invitation

assembleconnect.dance

January 3–5, 2027 · Cape Coral, Florida. Selected studio owners get airfare, hotel and registration covered. Apply early — the room is small.



Book a call with Steve or Angie

danceteacherweb.as.me/dtw-studio-360-intro

A free 30-minute business strategy call. No pitch deck, no script — bring the thing that is actually stuck.

Bring us your worst lobby moment and we will script it live — at the conference, at Assemblé, or on a call. That offer does not expire.