



Testimonial

Night School English Language Centre underwent a 3 day Mafia Boot Camp in December 2007 in Auckland, New Zealand.

Night School is a Private Training Establishment specializing in second language learning. The client base consists of migrants, international students and working holiday makers. The industry is highly competitive both locally and internationally; a competitive advantage is essential.

The Mafia Boot Camp promised to deliver an offer to the market that could not be refused. The process of creating and refining an individual offer was rigorous and insightful. Lisa and Brad used their specific analytical framework to identify market demands and requirements. Each step of the three day boot camp built a more detailed picture of Night School's market place. One-to-one brainstorming (with Lisa and Brad) and 'open' seminar feedback were invaluable for testing and honing the mafia offer.

As a company Night School has vastly improved its marketing strategies as a direct result of the Mafia Boot Camp. This has meant an adjustment to the product we offer along with a 'sales pitch' that is genuinely irresistible to the market. We now have the confidence to approach our clients with a fresh and unique position, a position that cannot easily be replicated by our competitors.

Since attending the boot camp we have used the same analytical framework to create a second mafia offer for a slightly different type of client. We now have a marketing tool that can tailor make offers to suit any specific client.

Thanks again to Lisa and Brad.

Malcolm Morrison