

The Modern Martial Arts Sales System: How to Convert More Trials into Long-Term Student

Many martial arts schools believe their biggest challenge is getting more leads, but the real opportunity is often improving the process that turns enquiries into long-term students.

Part 1: Sales System Foundation

Learn a clear and repeatable enrolment process that helps your team confidently convert more trials into long-term students.

Part 2: Retention by Design

Discover simple systems that keep students engaged longer and increase lifetime value inside your school.

Part 3: Building High Performance Instructor Teams (owners only)

Learn how to structure pay, KPIs and incentives to build a motivated, accountable instructor team.





Hakan Manav

6th Degree Black Belt in Taekwondo and World Martial Arts Champion with over 25 years of experience. A 2-time NASCA World Champion and former Australian Taekwondo Team member, he is a 3-time National Sparring Champion and ISKA Hall of Fame inductee. As Head Instructor and Managing Director of Australian Martial Arts Academy, he leads a globally recognised school while delivering seminars, camps, and performances worldwide, including appearances on major TV programs and international stages.



Mark Loughran

4th Dan Black Belt in Taekwondo, trained kickboxing instructor, Tai Chi leader, and Lil Dragons ambassador with over 15 years' experience. With a background in medicine, he specialises in breaking down techniques for all ages and levels. As Program Director at Australian Martial Arts Academy, he oversees 60+ classes weekly and leads school programs, with a passion for making martial arts accessible and building confidence through movement and mindset.