

SALES CONSIDERATIONS

Example Objective:

Increase revenue streams by 20% within the next 12 months through diversified offerings and targeted customer engagement.

Target Audiences:

1. **Casual Players:** Individuals or groups looking for occasional play.
2. **Club Members:** Regular players who seek additional benefits.
3. **Youth and Families:** Parents and children interested in lessons or junior programs.
4. **Local Businesses:** Businesses interested in team building and event hosting.
5. **Community Groups:** Local organisations seeking recreational or structured sports activities.
6. **Schools:** Schools that can attend the venue for court hire or programming.

Core Revenue Streams and Strategies:

1. Court Hire

- **Dynamic Pricing:** Implement off-peak discounts (e.g., 20% off weekday mornings).
- **Online Booking System:** Ensure seamless reservations with mobile-friendly features.
- **Seasonal Promotions:** Offer discounted packages during holidays and tennis event seasons (e.g., Australian Open).

2. Coaching Programs (Including Holiday Clinics)

- **Junior Development:** Expand kids' programs like Tennis Hot Shots with incentives for multi-session bookings.
- **Adult Clinics:** Introduce beginner and intermediate group classes focused on fitness and social interaction.
- **Family Packages:** Introduce a family plan that may include a family lesson with relevant coloured balls and a private lesson each week that can be used by any member of the family.

3. Competition/ match play and Events

- **Come and Try/ Open Days:** Host free events to attract non-members, showcasing coaching, facilities, and merchandise.
- **Club Competitions:** Organise monthly member tournaments with small entry fees.
- **Local Business Events:** Create custom packages for businesses including court hire, catering, and trophies.

4. Membership Programs

- **Tiered Memberships:** Offer flexible options:
Bronze: Discounted court hire and access to social events.
Silver: Includes free group lessons and competition/ match play entry.
Gold: All-inclusive package with guest passes and merchandise discounts.
- **Family Discounts:** Encourage whole-family memberships with bundled pricing.
- **Multiple Visit, Annual Passes:**
Offer prepaid multiple visit or yearly passes with added value.

(Price optimisation ensures maximised revenue without increasing costs)

5. Retail and Pro Shop Sales

- **Product Bundles:** Offer racquet and ball combos or coaching session add-ons.
- **Upsell Opportunities:** Promote restringing services or demo racquets for trial before purchase.
- **Seasonal Merchandise:** Sell apparel and gear tied to major tournaments (e.g., Australian Open-branded items).

6. Sponsorship and Partnerships

- **Local Businesses:** Collaborate for cross-promotion, e.g., coffee shops or gyms.
- **Event Sponsorships:** Offer branding opportunities during tournaments and corporate events.
- **Schools and Universities:** Establish partnerships for sports programs and discounted court access, do an activation at school fetes or events.

7. Facility Rentals

- **Multi-Use Spaces:** Promote function room hire for birthdays, meetings, or fitness classes.
- **Event Packages:** Combine court hire, coaching, and catering for private gatherings.

Marketing Initiatives:

Digital Marketing

- **Social Media Campaigns:** Highlight programs, promotions, and events with regular posts and ads.
- **Email Newsletters:** Send monthly updates with upcoming events, discounts, and community stories.
- **SEO and Google Ads:** Target local searches with keywords like “Tennis lessons near me” or “Court hire Australia.”

Community Engagement

- **School Outreach:** Offer introductory clinics at local schools.
- **Charity Partnerships:** Host fundraising events to build goodwill and visibility.
- **Member Referral Program:** Reward members who bring in new customers with discounts or free sessions.

Example Key Performance Indicators (KPIs):

1. **Revenue Growth:** Track overall monthly income and compare year-over-year.
2. **Membership Numbers:** Increase memberships by 15% within 12 months.
3. **Court Utilisation:** Maintain at least 70% capacity during peak times.
4. **Coaching Enrolment:** Grow participation in group and private lessons by 25%.
5. **Event Attendance:** Aim for full capacity at tournaments and open days.

Example Implementation Timeline:

- **Month 1-3:** Launch updated online booking system, finalise membership tiers, and plan initial marketing campaigns.
- **Month 4-6:** Roll out new coaching programs and host the first open day event.
- **Month 7-9:** Initiate partnerships with schools and local businesses; analyse first-quarter KPIs.
- **Month 10-12:** Refine strategies based on performance, implement end-of-year promotions, and set goals for the next year.

Example Budget Allocation:

- Marketing: 30% (digital ads, events, and materials)
- Facilities and Maintenance: 25%
- Coaching and Staffing: 25%
- Technology: 10%
- Miscellaneous: 10%

Compound Effect:

The compound effect in sales refers to the principle that small, consistent actions or improvements over time can lead to significant results. In the context of sales, it means that even minor daily efforts, such as reaching out to prospects, improving your pitch, or refining your sales techniques, can accumulate and result in substantial growth in revenue or client acquisition over time.

Key aspects of the compound effect in sales include:

1. **Consistency Over Time:** Small efforts made every day, like sending follow-up emails or learning something new about a product or client, add up and make a big difference in the long term. It's about building habits that compound results.
2. **Customer Relationships:** Building strong, long-term relationships with clients leads to repeat business, referrals, and increased loyalty. This gradually compounds as your client base grows.
3. **Skill Improvement:** Continuous learning and refining sales skills also have a compounding effect. Over time, better negotiation skills, improved communication, or more effective closing techniques increase the number of successful deals.
4. **Pipeline Growth:** Small improvements in how you manage and nurture your sales pipeline (e.g., staying organised, setting reminders, or adding value to existing leads) can lead to a larger, more successful pipeline over time.
5. **Exponential Growth:** As efforts compound, you can expect an exponential growth curve in both sales performance and revenue, rather than a linear one. This is particularly powerful in tennis where customer retention and referrals play a major role.

The compound effect in sales requires patience and persistence. It's not about instant results, but about making incremental improvements that snowball into success.

See below an example of the compound effect:

Baseline Metrics	
Leads Generated	50
Conversion Rate	30%
Average Dollar Sale	\$150
Number of Purchases	2
Profit Margin	20%
Baseline Calculations	
Gross Revenue	\$4,500
Net Profit	\$900

Adjusted Metrics with 10% Improvements		
Leads Generated		55
Conversion Rate		33%
Average Dollar Sale		\$165
Number of Purchases		2.2
Profit Margin		22%
The Compound Effect		
Gross Revenue	Baseline	\$4,500
	Improved	\$7,221.30
Net Profit	Baseline	\$900
	Improved	\$1,588.69
Growth		+76.5%