

scottishathletics 

Is Your Club Fit for Purpose?

GBSport

Introduction

What We Will Cover

What's Your Purpose?
Do You Measure Up?
Top Tips
Call to Action



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IS YOUR CLUB FIT FOR PURPOSE?

What's Your Purpose?



What's Your Purpose?

Would You Say?

We provide facilities
We provide competition
We provide coaching
ETC, ETC, ETC



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What's Your Purpose?

Member Should Say

MY club inspires me!
Enables me to reach potential
Makes me a **BETTER** person
Is my **EXTENDED** family
Makes me feel I **BELONG**

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Focus on **BENEFITS**
to your customers,
NOT the services
that you provide



What is Your Club's Purpose?



What's Your Purpose?

Our Club Provides

Opportunities
Leadership
Inspiration
The **RIGHT** environment
A sense of **BELONGING**

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IS YOUR CLUB FIT FOR PURPOSE?

Fit for Purpose?

Fit for Purpose?

Fit for Purpose?

Well governed
Well managed
Sustainable
Knows why it exists
Delivers what is wanted



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How Will You Know?





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Fit for Purpose?

Health Checker

Launching in January 2016
Self-help online software
Complete review
Confidential
Backup Support

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Fit for Purpose?

Online Training

Bite Size Training Videos
Governance
Finance
Marketing
Customer Services

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Fit for Purpose?

What do YOUR members want from an athletics club?

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Fit for Purpose?

Achievement

Get Fit
Have Fun
Meet 'LIKE-MINDED' People
Develop a Skill / Competition
Sense of Belonging

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IS YOUR CLUB FIT FOR PURPOSE?

Listen to Your
Customers

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Listen To Your Customers

Who will tell you if you have a great product?

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Listen To Your Customers

Survey Customers

Rate Us (1 to 10)
What Do We Do Well?
What Could We Improve?

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Listen To Your Customers

case study

AnyTown Athletics

92% response
Overall rating of 4

GREAT Product?



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Listen To Your Customers

Poor Feedback?

Address the Issues
Communicate
Repeat the Survey



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Listen To Your Customers **case study**

AnyTown Athletics

Issues with coach	22%
Parking issues	11%
Changing rooms	6%

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IS YOUR CLUB FIT FOR PURPOSE?

The Right Person in the Right Role



Right Person in the Right Role

Do FIRST IMPRESSIONS count?



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Right Person in the Right Role

Key attributes needed for a good membership secretary?



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Right Person in the Right Role

Membership Sec

- Friendly
- Approachable
- Good listener
- Great people skills
- Great customer service



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Right Person in the Right Role

The Right Person

Role Description
ASK the right person
Succession Planning
Customer Service Training



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IS YOUR CLUB FIT FOR PURPOSE?

Know Your Retention Rates



Know Your Retention Rates

80 members at start
80 members at end
Retention rate?





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Know Your Retention Rates

80 members at start
20 members not renewed

Retention rate?
 $(80-20) / 80 * 100 = 75\%$

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Know Your Retention Rates

Overall Rate?
By Section Rate?
Coaches?
'First Year' Rate?

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IS YOUR CLUB FIT FOR PURPOSE?

Promote Benefits
Not Services

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Promote Benefits NOT Services

Sell me your Junior Coaching Sessions...




  

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Promote Benefits NOT Services

Parents Want to Know

Quota?
Expertise?
Right Environment?
Safe Environment?
Price?



  

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Promote Benefits NOT Services

How Do You SELL Your Services?

“£100 per year”
OR
“Less than £2 a week”


 

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Build discount into your pricing



Promote Benefits Not Services





IS YOUR CLUB FIT FOR PURPOSE?

Be
REMARKABLE

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Be Remarkable

Juniors?

Prizes!
Gold, Silver and Bronze
Treats

Club within a Club

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Be Remarkable

Adults?

Returning Calls / Emails!
Tea, Coffee and CAKE!
Charity Events

SOCIABLE Sessions

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Obligation to
GIVE when
you **RECEIVE**



Reciprocity?

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Be Remarkable

Reciprocity

Be the first to give
Personalise the gift
**MAKE IT
UNEXPECTED**

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It's **HOW**
you give,
not **WHAT**
you give



Reciprocity Works



Be Remarkable

Unexpected Gift?

Ding Dong!
Medal/Certificate Ceremony
Freebies personally given
Surprise BBQ / Treats
FREE bonus session



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