



TENNIS

CashFlowTennis Analysis

**Facility -- Programs -- People --
Members -- Management --
Administration -- Financial - Measures
of Success**

Facility

- Court Surface
- Resurface schedule
- Nets
- Ceiling
- Lighting
- Replacement schedule
- Backdrops
- Amenities

- Water
- Ball machine
- Benches
- Score cards
- Expansion potential
- Competition

Programs

- Philosophy
- SCT
- Random court time
- Club programs
 - Social
 - Competitive
 - Instructional
 - Game arranging
 - Leagues

- Teams
- Junior program
- USTA teams
- Inter club
- 36/60 Junior Program
- Junior Play Programs

- Marketing of programs
 - Business cards
 - Gift packages
 - Marketing on hold
 - Uniforms
 - Stationary
 - Email
 - postcalls.com

Attitudes

- Phone behavior
- Neatness
- Smiles
- Service
- Follow up
- Warm welcome – good byes

- PR plan
- Community Involvement
- Sales training
- Public courses
- Newsletters
- Classified ads
- Posters and stands
- Testimonials
- Tennis partners
- VIP program participants

- Easy to buy from you
 - Guarantee
 - Sample programs
- Mailings and Communication with members
- Advertising
- Club Reputation
- Lesson progressions
- Percent involved
- Pricing philosophy
- NTRP rating system
- Private lesson philosophy
- Group lesson philosophy
- Evaluation of students
- Class ratios

Members

- Non member philosophy
- Pricing
- Guest fees
- Ratio members per indoor court /outdoor courts
- Court pricing philosophy
- Length of indoor season
- Outdoor court fees and usage
- Starter
- Game arranging
- The sneezers
- Participation percentage
- Retention rates
 - Membership
 - Lessons
 - Professionals
- Marketing to current members

- To non members
- To new members
- New member orientation

People

- Ratio professional to courts
- Management philosophy
- Pay philosophy
- Raise philosophy
- Professional development
- Retention of pro staff
- Hiring procedures
- Professionals Reputation in community
- Accountability

Administration

- Payroll procedures
- Pro meetings
- Benefits
- Lesson assignments
- Type of lesson assignments
- Administrative pay
- Record keeping
- Marketing phone calls
- Employee vs. independent contractors
- Training
- Ball maintenance
- Pro scheduling Pro book
- Court reservation system
- Cancellation policy
- Member billing procedures
- Reviews of professionals

- Pro standards
- Uniform and name tags

Financial Analysis

- Complete study of profit and loss statements
- Comparison with national averages
- Payroll analysis
- Ideas to improve
- Per court ratios

Measurement of Success

- Revenue
- Profit
- Participation
- Satisfaction surveys
- 30 minute workout results
- Professional retention results
- Quality Control Procedures