



**Kirsty Mac
Stop talking tennis!**

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 **Tennis**Foundation





PRINCESS ROYAL
TRAINING AWARD
2018

1:1 Coaching (2hours)

Personalised centre coaching to focus
on your success criteria

Leading in Tennis (2days)

Getting the right programme mix for
your centre.

World Class Teams Masterclass (1day)

Creating a high performing team
culture in your centre - the 'one team'
mentality.

Communication Masterclass (1day)

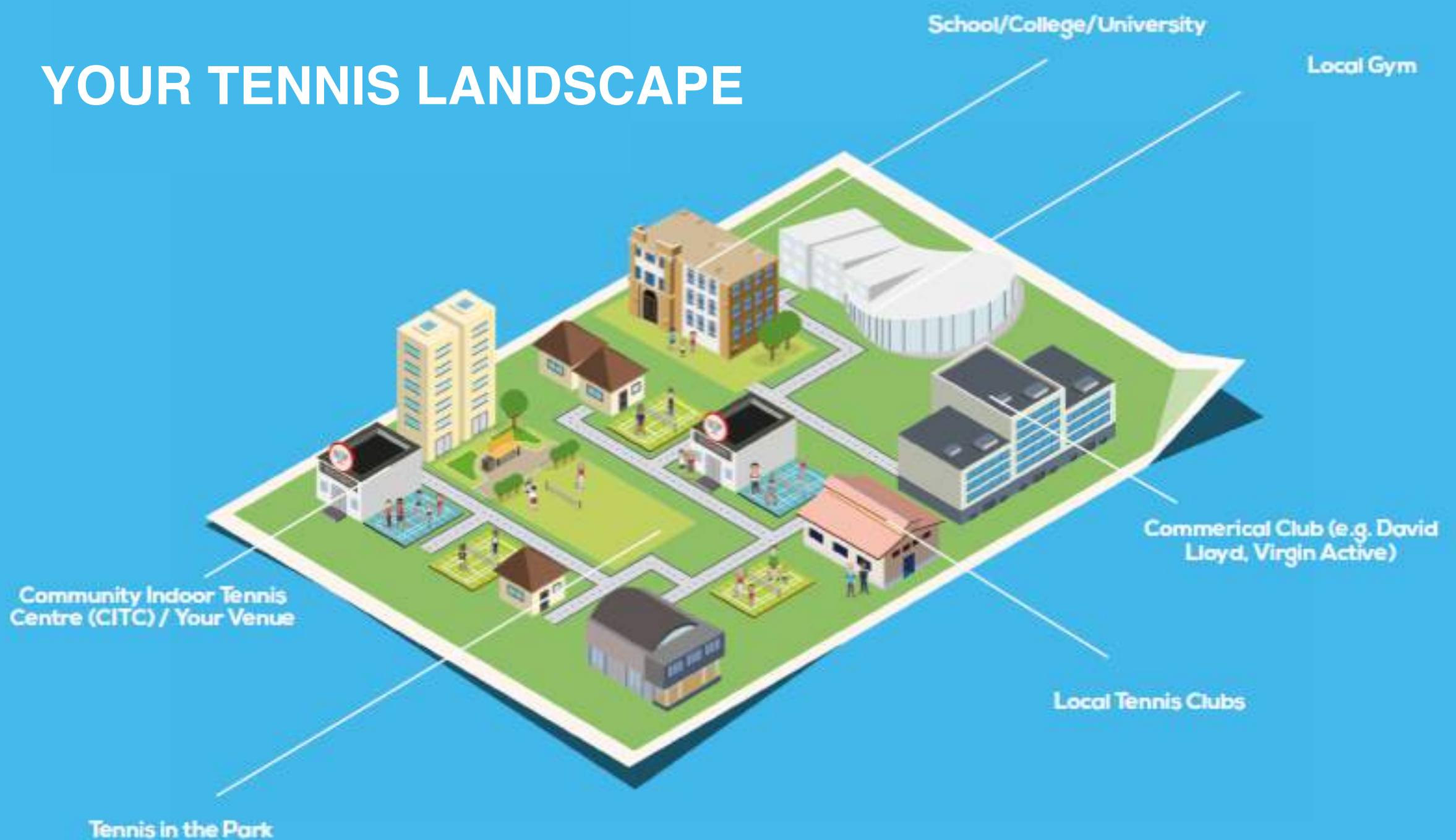
Ensuring world class communication
inside and outside the centre.

World Class Leaders Masterclass(1day)

Understanding you, your
strengths and how to lead a
sustainable centre.



YOUR TENNIS LANDSCAPE



THE BUSINESS OF TENNIS PROGRAMME FOCUSES

RESOURCES

CUSTOMER ENGAGEMENT

***BUSINESS
PERFORMANCE***

***TEAM
MOTIVATION***

PARTICIPATION

***CUSTOMER
RETENTION***

Are you an

ASDA

or a

WOOLWORTHS

BUSINESS MODEL CANVAS



THE PHYSICAL AND THE EMOTIONAL

Basics - Physical
20% impact / 80% cost

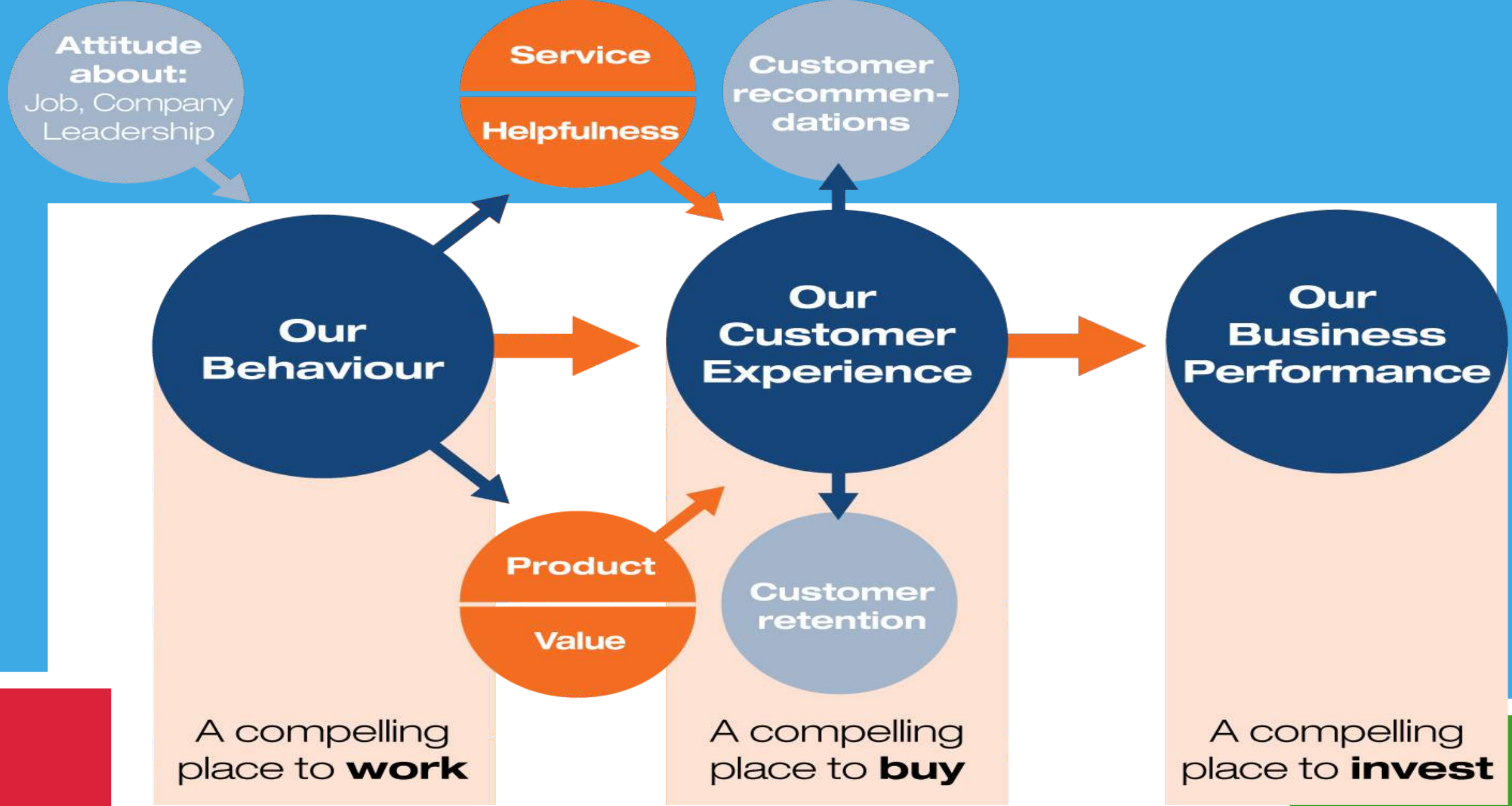
Product core

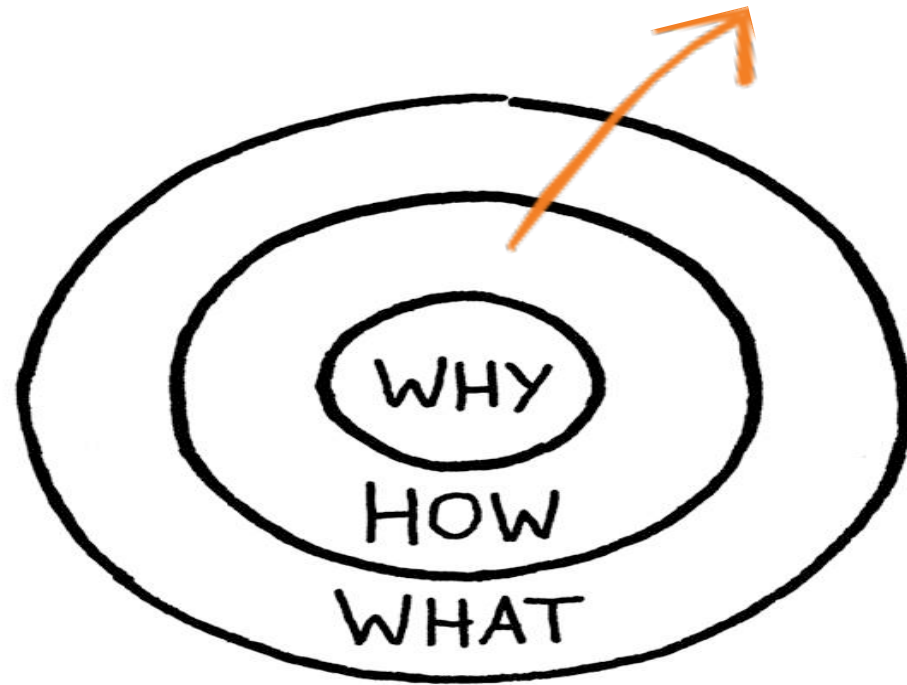
Product surround

Extras - Emotional (very often)
80% impact / 20% cost

Moments of Truth

**“A Moment of Truth is any time the customer
comes
into contact with any aspect of
your club.”**





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CUSTOMER JOURNEY



Before

During



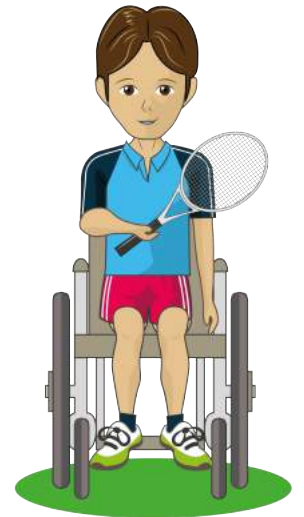
After

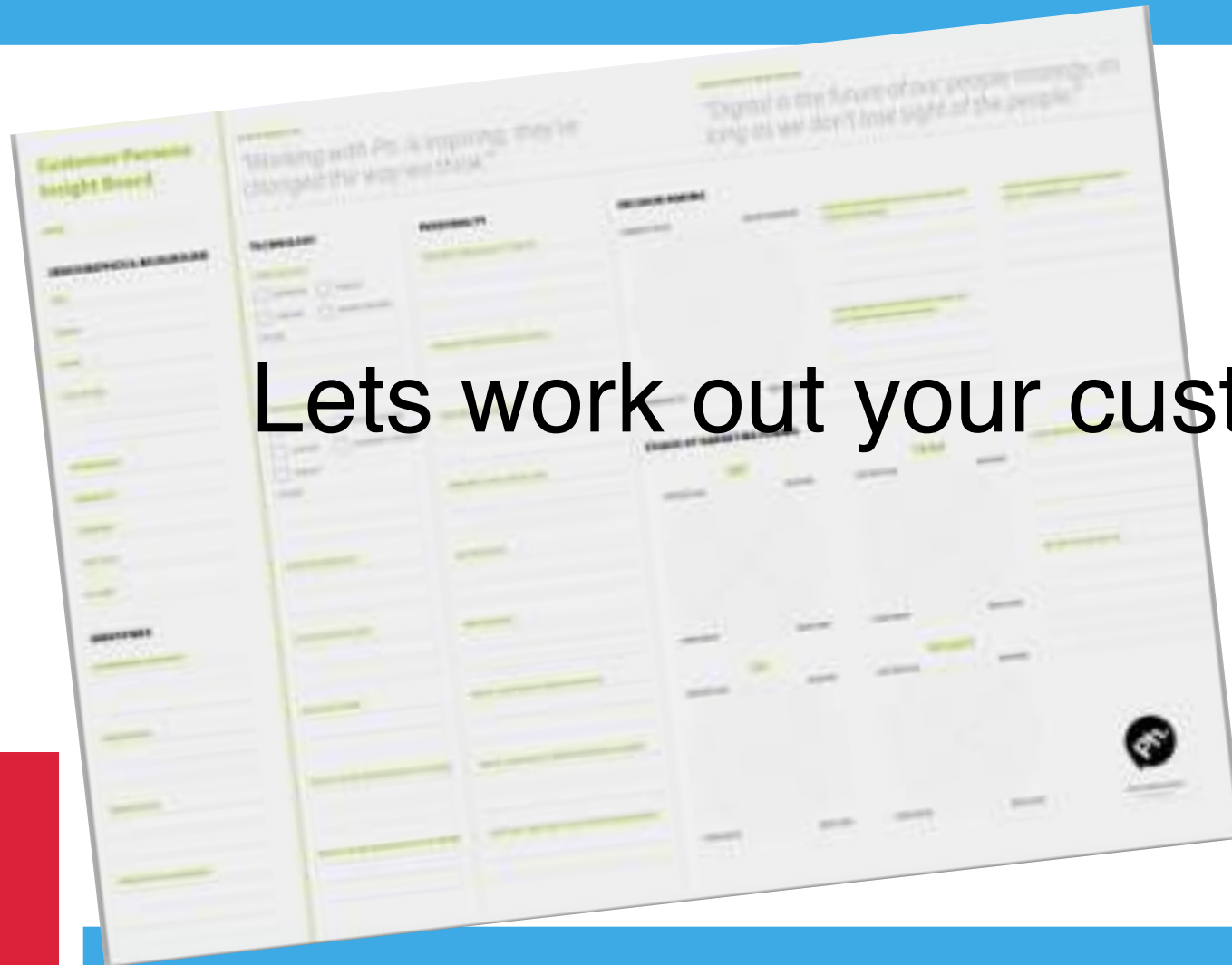


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WHAT DO YOUR CUSTOMERS WANT?

- What are your main customer segments?
- What are they looking for from the centre/club?
- What do you need to consider with these groups?
- What do they need?
- What are their desires when they come to the centre/club?
- What would be the best experience for them?





Lets work out your customers needs!

What is the listening for you?



Kirsty Mac Talking tennis growth



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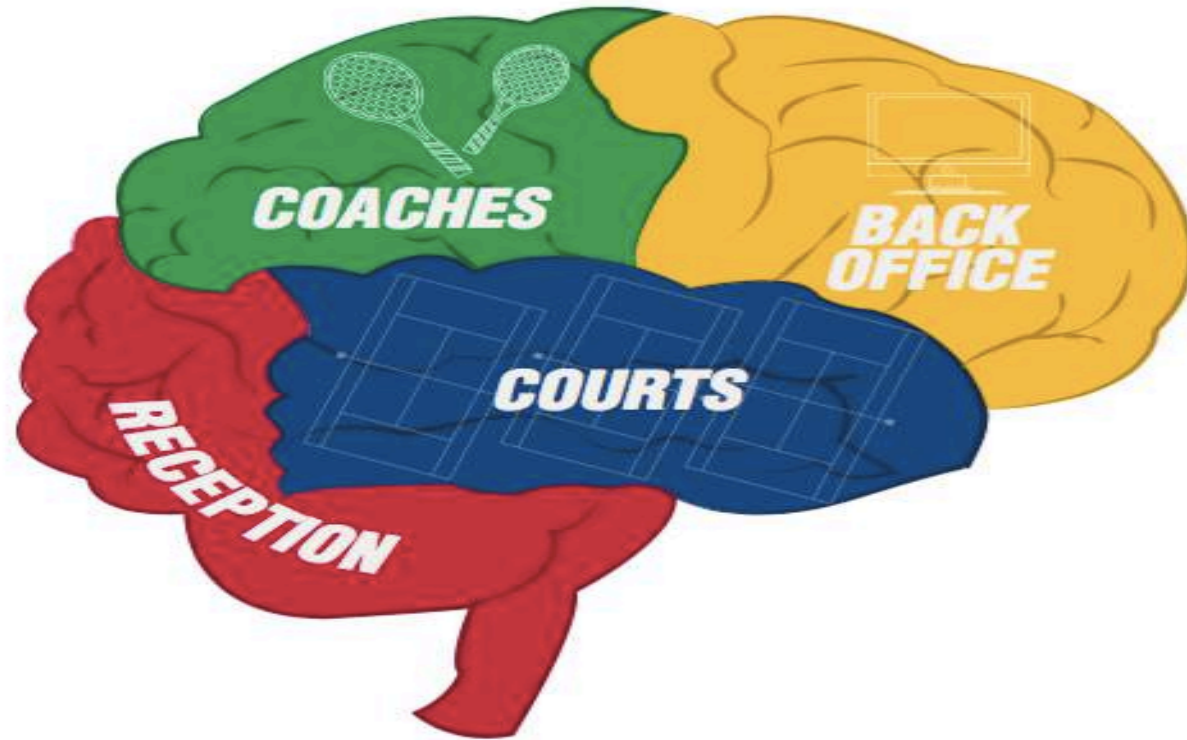
ACRES OF DIAMONDS

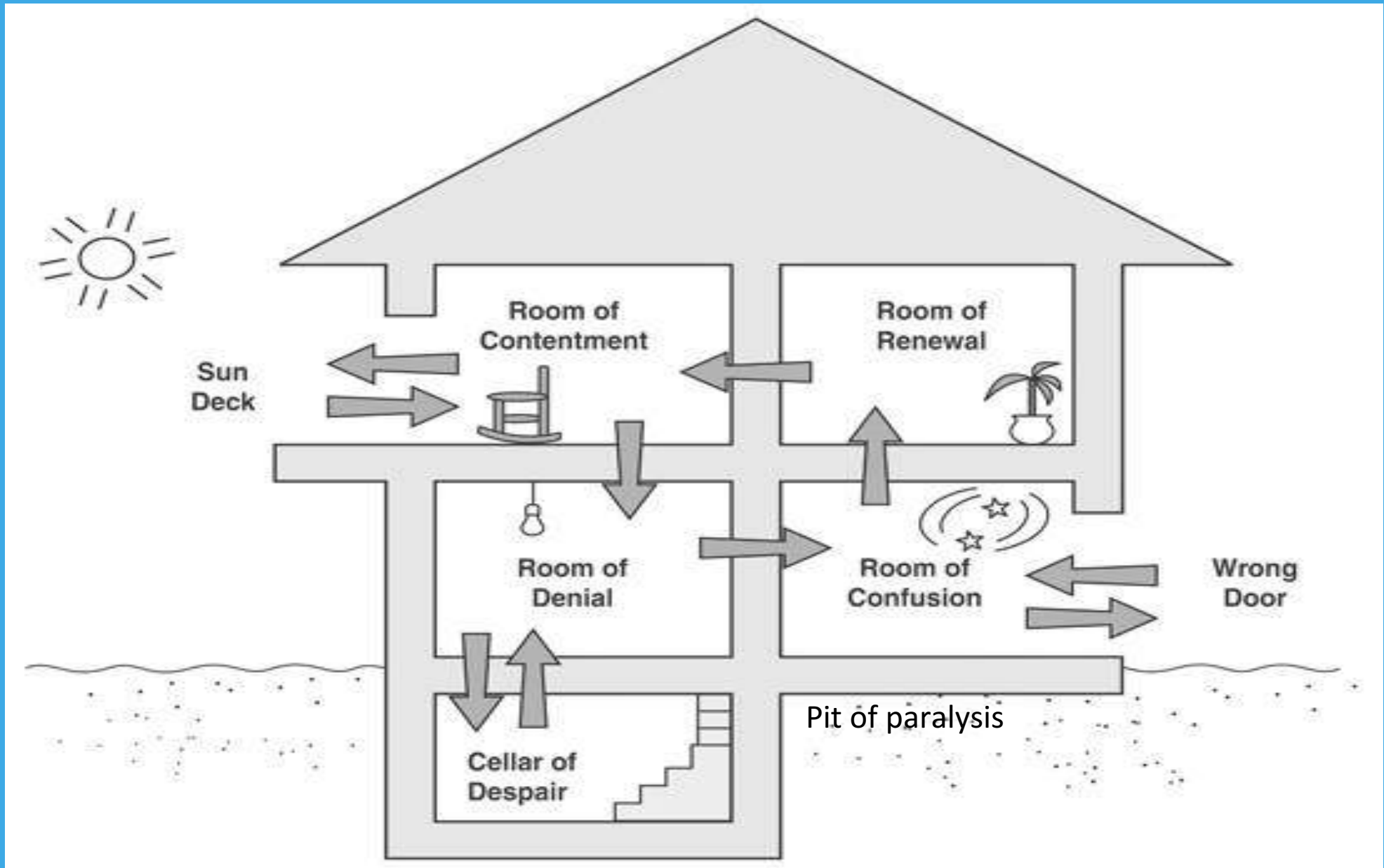


ACRES

1. Acquire new clients
2. Cost to Acquire – the right cost
3. Retain existing clients
4. Expand “Share of Wallet”

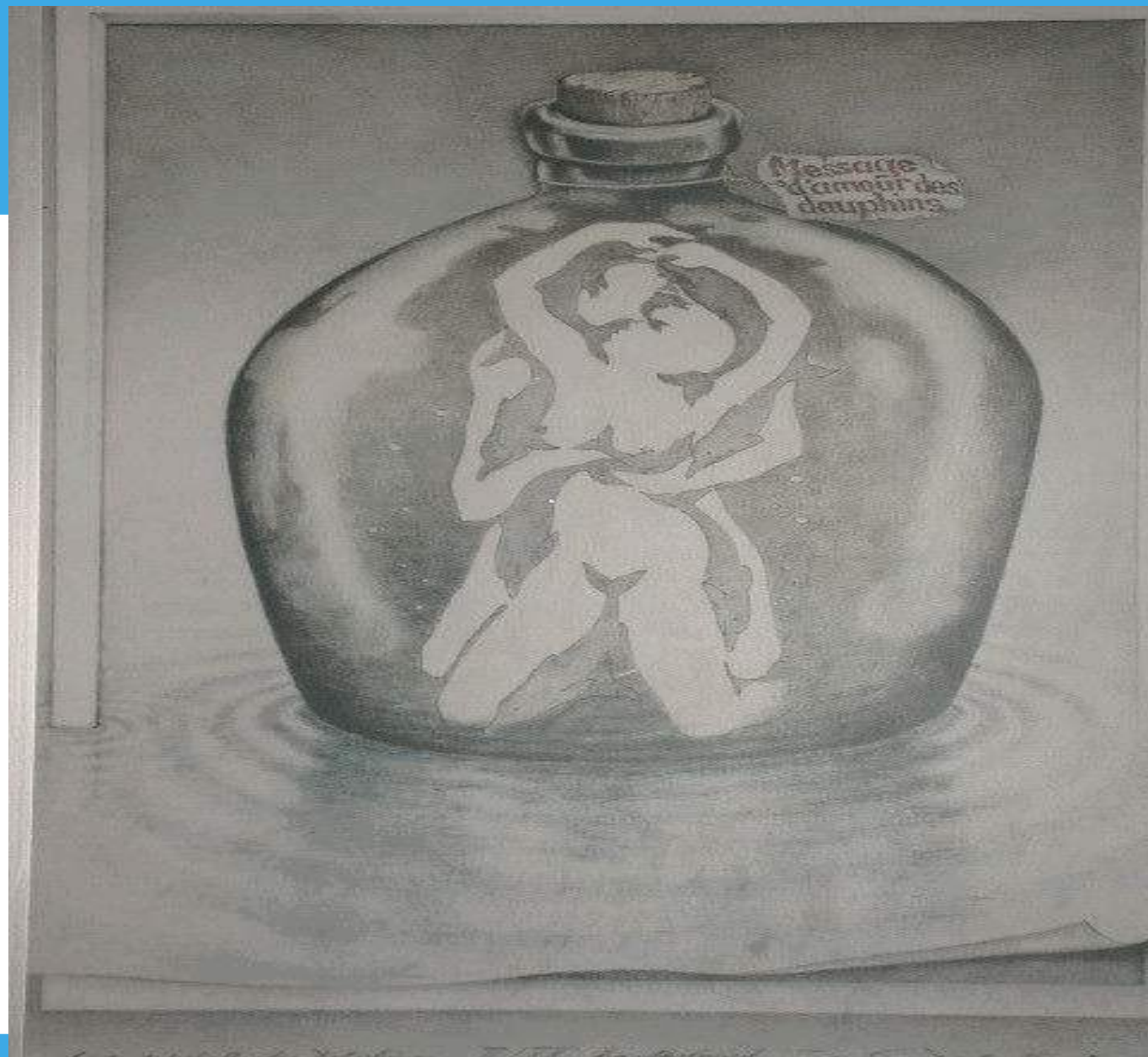
What is the brain of your club/centre?





CREATING ALIGNMENT





**IF WE DO NOTHING ELSE
DURING TOMORROW'S
MISSION, WE MUST...**



**THE SINGLE MOST
IMPORTANT BEHAVIOUR WE
MUST SHOW TOMORROW IS...**





THANK YOU

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