



TennisPro Magazine is the official publication of PTR, the worlds largest international organization of tennis teachers and coaches with over 16,500 members in 125 countries. PTR is an education partner for numerous federations, as well as the Special Olympics, Intl. and the WTA Coach program.

Selling Your Services by Federico Mas

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As tennis teaching professionals and coaches, our ability to sell our services plays a major role in our overall success. While having a good playing background and teaching education are important determining factors for success, being able to sell yourself and your products are key to attaining and maintaining tennis clientele. If you hope to increase your client base, you must advertise programs, recruit players and promote yourself regularly. Additionally, tennis associates in most clubs are expected to have a plan to advertise and grow programs, classes and private lessons. The following are tips that will help you in the process of attaining and retaining more clients.

Exceptional Customer Service and Professionalism

Although it is not always obvious, your professionalism is highly appreciated by members, and has a tremendous effect on their interest in participating in your club's programs. Always arrive on time and prepared for lessons and classes. Be sure to put yourself out there and get in front of people by attending events and simply by hanging out in the lobby and higher traffic areas of your club. In doing this, you will have the opportunity to chat with a larger number of people and, the more people see you, the more they will remember you as one of the 'go to' pros at the club. Remember that members feel more connected and interested in taking lessons with pros that are more active at the club. Go out of your way to say hello and ask someone about their day, tennis match or practice, and take an interest in the player's tennis experience. As they share their feedback about their game, suggest some practice options to them and offer to help them. Be genuine and sincere. You do not want to come off too strong or that you only care about filling your lesson schedule. If you are sincere and truly care about the experience of the player, it will show on its own. Lastly, show up on time and look presentable with your clothing and grooming. Your appearance as a tennis professional makes you more credible and respectful.



Organization

Keep your email addresses in groups, and easy access to phone numbers and emails. Take the time to create and sub-segment your lists. Keep notes of your hours on court, private lessons and groups, along with attendance in the classes all in one place. Be very aware of open 'pockets' of time in your schedule, as well as the court schedule that you would like to fill. Have a list of second options that may not be ideal to you, but are convenient for the member. Don't give up on players who are not committed to a weekly lesson, and keep their names handy. You never know when they may come around again to work on their game with you. Touch base with them every few weeks to check in and let them know you are available if they ever need help with their game. This is a good way to keep yourself visible without being pushy.

Follow Up

Touch base with the member after a lesson, especially if they are new to the program and not yet committed to a weekly lesson time. After an initial lesson, it is important to touch base to show your interest in working with them again, and to provide them with information on how to proceed with lessons. Here is a sample email script. Hi Joe, Thank you for choosing me as your tennis professional. It was great to meet you and a pleasure to work with you on your serve today. Please see the bullet points below to review what we covered [add appropriate bullet point feedback in the email or add an attachment]. I wanted to let you know that I have [day/time] open for a weekly lesson. Please let me know if you would like to reserve this while it is still available. If you are interested, I would be happy to save it for you. I can be reached at 215-555-1212. Thanks again. Federico Mas, Head Professional The player will appreciate the email feedback; and the review of what you worked on may motivate them to continue to work on that stroke or tactic. Following up is very important. While some players love tennis and make it a weekly priority, many others don't have it on the top of their To-Do list, and may need the encouragement. Some players may require more contact from the pro to keep them active and involved. This is where you step in to facilitate the process by reaching out to the player, to offer exact times available with exact starting dates for lessons or classes. Be clear when offering days and times, and do not just leave it to the customer to do the planning!

Offer Extras

Set yourself apart by offering extras that add value to your teaching. There is much competition in tennis teaching, even within our own clubs. It is important that you are able to set yourself apart to attract people to your services. Extras may include email feedback on lessons, but also follow up with junior parents to offer feedback and have a Q and A about the player's development. Offer play opportunities in addition to lessons. Have a goal sheet for participants and help them fill it out. Stay involved with students by following their progress in tournaments and club matches, and connect with



them in social club events. Take a professional interest in the student's life, not only in tennis, but outside the club, as this will help solidify your coach-to-student relationship. Come up with extras you want to offer that you think may be of value given what you know about the player. Brainstorm and be creative!