



March 31, 2020

Further to last week's communication and provision of resource links and benefits of the TPA, we would like to share with you some additional information and get your feedback.

As all non-essential businesses are closed and we are in a "shelter at home" mode, now is an opportune time to start thinking about how to prepare for when your club does re-open, hopefully in the near future. Using your time wisely now can help create a safe, healthy and vibrant recovery for you your members and your club.

Every challenge is an opportunity, and this is no different. Even when your club re-opens it will not be business as usual for quite some time. Members may feel wary about coming back into a group environment. Others may have financial concerns, therefore any non-dues expenses (lessons, programs, court fees, etc) may be put on hold or severely curtailed. Others may simply be forced to quit their membership.

These are the scenarios that smart business leaders must plan for, and you can do the same to ensure your members and clientele will remain with you and at the club. Most of our TPA members are independent contractors and rely heavily on self promotion, or through referral business. Now more than ever your customer relationship management (CRM) is critical to your success. By creating a unique communication and customer service strategy now, you'll help instill a rewarding member experience that will last a lifetime!

Below are a few tips to assist you through this unprecedented time and challenges on creating new strategies for the various circumstances that may arise when things get back to our "new normal":

1. If your club is not providing you with continuous wage assistance, you are eligible for up to \$2000 per month support from the new Canada Emergency Response Benefit (CERB) at Service Canada (you can contact your accountant or visit <https://www.canada.ca/en/departement-finance/economic-response-plan.html> This will be available online in the first week of April.
2. If you haven't already done so, ensure that you have an open and frequent communication channel to your direct supervisor, Tennis Director/ Club Manager to receive any and all updates. Additionally, a group email forum within your club with the other pro's during this time is a great way to share thoughts and ideas moving forward.
3. Take the time now to create a personal client profile data base, what you worked on in past lessons, their strengths, what are their goals, and their email



addresses etc. This can easily be kept on your phone or tablet for easy access. Once back with the member, review and share what you have recorded with them and ask what areas they would like to continue with. This shows not only that you are organized but have a greater care for their success in achieving their goals.

4. For group clinics or programs, prepare the same profiles, and create lesson plans and an overview of program content for each week that can be sent out to the group by you.
5. Map out the customer journey for each lesson or program/clinic so you can create the best experience for each touchpoint. First day, mid-point in program and last day are key times to reinforce member relationship communication. How do they register for a clinic/program? Preferably it is all online now, however if not, are you notified when they do? Most software now provides an auto-response confirmation. Regardless you should prepare a follow up email template, personalized with their name, thank them for enrolment, where to meet at the club, time of program and overview of what will be covered over the duration of the program. Oh yes your contact email!
6. According to our past TPA Canadian Indoor club surveys over the last two years, the average distribution of “programmed court hours” to “total court hours available” has increased by 18%. More than half our available court time in clubs, 51% on average, is now used for programming. This means that members want and need more “unique coach directed on court programs” and are willing to participate more in learn/play theme activities than play only. What are you waiting for, let’s start brainstorming and give them what they want and need!
7. These same TPA surveys indicated that a significant number of clubs are close to capacity at peak operating hours. We all know that this is a good thing as not being busy at peak times is not good for business. If you’re like 90% of the clubs though, it’s not the peak times we need to focus on, it’s the off peak times of 6-9am or after 9 pm during weekdays. That is the time that if filled can make a difference in profitability for the club. The challenge is how can we create a program with a coach at that time.

Can we lower the court fee to a bare minimum, up the coach fee to offset the time inconvenience and be successful? This is your off-court challenge.

Lastly, we are all in this together and whether an independent contractor or employee we need to view our clubs as an outlet for members from the daily ongoing chaos of that the Covid-19 has created. Moving forward, this means an all hands-on deck response.



It creates the perfect opportunity to give back to our members, the club and our industry with our free time in whatever initiative the club will have to welcome members back. The sooner they get their minds onto enjoyment on our courts the better it will be for all of us!

We appreciate your understanding and dedication to the TPA.

Tennis Professionals Association

The Tennis Professionals Association (TPA) is a member-based association dedicated to growing the profession of tennis coaching throughout Canada. The TPA was developed by Tennis Canada for Canadian certified Instructors, Coaches, and Club Professionals. The TPA's mission is to support members in their contribution to the growth of tennis in Canada. For more information, visit www.tpacanada.com.

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