

Preparing Your Business for the Olympic Surge

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The success of your business depends on parents bringing their children to gymnastics class. The front line in getting people in the gym is your office staff. They could be the most important people you have on staff. And, with the Olympics approaching, and the interest level in gymnastics at an all-time high, your staff should be prepared!



Office proficiency and office staff are the keys to giving the rest of the business a chance to be successful. How many potential customers never get to the registration phase of your business? Your office staff is totally responsible for that part of the business. You can have the greatest teaching staff in the state, but if your office staff isn't getting these potential customers in the door, the teachers will never have a chance. How great is your office efficiency and office staff? Check out these keys to having a successful front office.

- Do you have an attractive office area for the customers to view?
- Do you have office staff manning the phones all day and into the early evening?
- Do you have experienced office staff?
- Do you have talented office staff who can sell your program?
- Do you have personable, knowledgeable office staff?
- Do you have office staff who "dress the part?" (attractive and businesslike)

If most of your answers are yes, you are in good shape to start maximizing the Olympic push this summer and fall. If several of your answers are no, there is work to be done.

Important of Office Staff

Where on the ladder of importance in your business is the office staff? Do you rate them more important than a preschool teacher? Do you rate them more important than the team coaches? It is important for the owners of a business to rate their employees in regard to importance? When you do, you allocate time, energy and money for training to usually the most important people. When was the last time you made a conscious effort to improve your office staff? How important are they in your eyes? These are very, very important people. They need the support of all of the other employees in the gymnastics businesses.

Your Office Staff Makes Money For The Business

How many inquiry calls does your gymnastics office receive in a typical week? They should all be recorded in a phone log. It should also be recorded within a week whether these potential customers actually registered for classes. In this way you can measure the success of your office staff in general, and individually, in the selling area of their jobs. Have each staff person initial each

entry they make in the phone log. Then you will find out who is the most efficient in getting people to register. Is this good business information to have?

The phone log will also tell you when potential customers usually call. This information is important as you can then schedule your best "seller" to those popular hours. Sounds like a good business technique. If you have a recorder on during the day, make sure that the time stamp is set so that you can research when most of the calls come in. A good business owner would then schedule a "live" staff member for those popular times. Hint: when a parent calls your gym and gets a recorder, do they wait for your call back or do they call the next gym on their list? What happens if they get a "live" person at this other gym? This happens a lot.

Bottom Line

Your business must make money to survive and provide the service that you want to give to the people. The office staff is directly responsible for selling your program to potential customers. This is not an easy sell when there are so many other options for these very busy parents. If you have a great office staff, count your blessings or pat yourself on the back. If your office and office staff need improvement, this could be an area that needs to be a priority in the next couple of months. Raise the status of these office staff people in your mind and in the minds of the other staff members. They are critical for the success of the business. Your success.

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