

Jeff Metzger's August 2002 Business Tips

Designing a Registration System that Works: Part 1 of 3

This topic cannot be addressed in a quick-hit fashion so I have written it as three part series. Please file each part carefully.

At Boot Camp, no other 'system' discussion generates more interest than does the topic of 'Registration Systems.' Of course, the first step in designing this or any system 'that works' is to define what 'works' means and to this end I have identified four objectives.

A registration system must:

- Have public acceptance: i.e., public perceives you as 'easy to do business with'
- Provide for zero receivables
- Minimize administrative costs
- Work tomorrow as well as today

Throughout the three parts I will alternately call attention to objectives #1-3. Objective #4-a registration system must work tomorrow as well as today-will be addressed first and I will start by emphasizing THERE IS NO SUCH THING AS A ONE-SIZE-FITS-ALL REGISTRATION SYSTEM. For example: what works for a small club may not necessarily work for a large club; what works for a one-dimensional club may not necessarily work for a multidimensional club; what works for a highly competitive club may not necessarily work for a purely recreational club; what works in a white collar area may not necessarily work in a blue collar area. Now that the one-size-fits-all myth is blasted out of the water, it follows that a registration system which works today is not likely to work tomorrow UNLESS WE PLAN FOR IT by factoring in growth plans. In other words, before designing a registration system that works, we must first know what our business is going to look like when it is done.

In preparation for Part 2, next month, may I pose a question to ponder: *At the end of the month (or session) does your current Registration System 'make an assumption' that a client is coming back to class next month (or session) or does it assume 'nothing?'* Make it a great month,

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