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How to Increase Daytime Revenue

People associate quality with a higher price. This is true or why wouldn't everyone buy all their clothes at a resale shop or the discount store? Evaluate your price strategy, as well as other gyms in your area, to find out where you stack up. September (which is the beginning of our school year) or January is the time to change prices, not during the middle of the year. If you raise prices in line with inflation, your customers will generally understand. I raise prices of my classes at least \$2-\$4.00/month every year. One year I didn't raise prices, but I cut the class times. No one really asked about less time. We had more people say, "And the tuition this year is what?" And when we replied that it was remaining the same they said, "Really?" Keep consistent. Increase prices every year! It has been shown that parents are willing to pay more for educational programs than recreational programs. If your preschool gymnastics lessons have learning built into them that contain letters, numbers, prepositional concepts, science, math, foreign languages, and history, parents will notice the value of the lesson.

There are many ways to increase revenue. Here are some ways:

1. Increase enrollment
2. Increase tuition
3. Encourage students to take more classes per week.
4. Upsell "extras" such as merchandise, camps, mats, etc...

Professional instructors, fun classes, and exciting lessons will enable you to increase tuition. With this combination you will naturally increase enrollment, because both child and parent will tell their friends about your exciting program, We all know word of mouth is the best advertising.

If you are the leader in the price category in your area, you had better be the leader in all areas that make up a top-notch gym school. Ask yourself these questions:

- Do I have competent staff?
- Do I educate them continually?
- Do I have regular staff meetings?
- Do I evaluate, review, and re-train them on a regular basis?
- Do I pay them enough and keep their working environment enjoyable, to keep the same people year after year on my staff (you should pay them so they can sustain a living and, therefore enjoy their job)?
- Is my facility clean?
- Does it smell good?
- Does it have a fresh coat of paint and clean carpeting?
- Are all of my mats clean and free of mushy spots and holes?
- Are my bathrooms and drinking fountains always clean and sanitized?
- Do I put seasonal flowers and decorations in my gym?

All these things make a difference. It's the whole feeling your customers get when they enter your facility.

And most importantly are you teaching the students something...really teaching them gymnastics skills through movement and adding other educational aspects to your classes?

You must have a list of skill progressions. You need to have teachers who can decide when it is time to teach the child the next skill. You need to have a regularly scheduled way to show the parents what you're teaching the children. Parents can only feel the results of your teaching if you show them and tell them. Bring the parents into the gym (yes, physically into the gym) several times during the year. Allow them to get to know the teachers, walk on your mats, and jump on your spring floor. (Aren't they always amazed when they do that?) I recommend you give a list of skills that each child has accomplished to the parents every eight weeks. That's only six times during the year.

You can have an "awards" ceremony at the end of the first eight weeks, near the end of October, and again in February, April, and August. Sometimes the weeks fall on a holiday and you can give a cute holiday certificate or ribbon. My plan for handing out these "awards" usually looks like this:

- October= Halloween or orange certificate
- February= Medal
- April= Certificate in spring colors
- June= Trophy
- August= Medal or Trophy

Three reasons we give "awards" are:

1. Compliment the child
2. Encourage the child
3. Retain them in class

If we don't have the enrollment numbers, then we know we wouldn't have the money to give all these "awards." You must advertise in the beginning of the year when you will

be giving out these “awards.” Promote the “awards” prior to the next month, so when Mom says, “You’ve got soccer starting, let’s drop gymnastics for this month.” The child realizes they have worked so hard for that “award,” they’re not about to quit. It encourages them to stay in class!



Patti Komara owns Patti’s All-American Gymnastics in Dyer, Indiana since 1969 and has been named “#1 Best of the Region” for Gymnastics Schools by their local newspaper every year since its inception in 1994. Patti has also been a speaker for USA Gymnastics at national conventions every year since 1981 and has also led hundreds of training workshops.

Patti has produced over 80 instructional DVDs and has written books on yearly lesson plans for the internationally known Tumblebear Gym Program, School-Age Gymnastics, Dancing GymBears, YogaBears, CheerBears, and Gym-N-Learn Educational Preschool. All products can be found at tumblebear.com. Patti currently has over 10,000 subscribers to her “Tumblebear Tips” eblasts. You can sign up for it at tumblebear.com.