

SALES: “Must Haves”

1. Can you describe the Overtime Athletics Programming Catalogue?

- It is important to offer information and observations about the programs we offer outside of what is listed in the course description

2. What are our Differentiators?

- **Variety of Offerings** (one company for multiple program needs)
- **Proven Curriculum** (constantly tested, evaluated, and added to)
- **Proven Model** (warm-up, skills, drills, games)
- **Proven “Lesson Plans”** (programming day card system and policy)
- **Affordable** (value for service)
- **Flexible** (can work in any elementary school’s established ASP)
- **Customer Service** (clear lines of communication, rapid response)
- **Convenience** (online registration and payment system)
- **Solution Driven** (proven options for correcting customer concerns)
- **Experience** (years of experience and a track record of success)
- **Professionalism** (uniforms, equipment, punctuality, organization)

3. Making Lists – Checking them Twice

- The sales process is driven by number of contacts and frequency of contacts with targets that represent potential customers. Success in growing the program will be based on organization, detail, and pursuit. Spreadsheets should be monitored multiple times a day, top to bottom. Every target should have updated recorded interaction and an action (with timeline) for the next step in the pursuit of the partnership.

4. Accountability – Recommendations, Testimonials, and References

- Best method of building trust is demonstrating that someone else (who is in their same boat) already does.
- Do you have Testimonials, Recommendations, and References?
- THE BOTTOM LINE – The only question that matters:
 - “*Would you recommend us to another School*”

5. Building Relationships – Likability, Friendliness, and Personality

- When things go wrong (as they often do) it is essential in managing our services to partnerships to be able to rely on and fall back on the existing positive relationships we have made with Coordinators.
- It is these relationships that ensure our ability as a company and program to grow from community to community.
- Relationships with partnerships must be developed and nurtured over time and will be valued based on results.
- When interacting with volunteers, making their experience a good one is at the center of success. This requires *friendliness* and *personality* to achieve a *likability* that has the customer looking forward to interaction and trusting in your abilities.
- These are the qualities required to build positive relationships:
 - **Listening and Communication**
 - **Reliability**
 - **Enthusiasm**
 - **Gratitude**
 - **Understanding**
 - **Responsiveness**
 - **Ideas and Solutions**
 - **Caring**
 - **Honesty**

6. Engaging Questions for Sales Calls

- Do you guys have After School Programs currently and if so, what are they?
- I'm assuming you have children in the school? What grades are they in? What ASP classes have they taken in the past? What would they be interested in participating in?
- The one benefit of running the After School Program is that you are in control – in a sense you are in the driver seat because you can pick whatever programs you think YOUR child will enjoy
- What sports do your kids like to play?
- What do you think the most popular sport in town is?
- What kind of athletic spaces do you have? Do you mind if I stop by and see it?
- Do you think the kids are getting outside enough?
- How many days per week do the students get to participate in P.E? Do ALL students get the chance to take P.E?
- How does your registration work? We would be happy to provide our online registration system for you guys – It won't cost you anything to set up; and we would provide flyers to every child at the school
- How much of your own time do you spend on organizing after school activities?
- What would you like to see from a vendor in the area of programming and supporting the volunteer committee?
- On average how many students stay in your After-Care program per day?
- Do you feel like an equal number of boys and girls participate in the after school programs?
- Is recess a big or small portion of the school day (is there less for older kids, do they bother with it at all)? Our programs could have a larger impact on activity levels.
- Do the students get a snack/drink before they begin after school activities?
- Do you tend to have parent volunteers or teachers help students get to their after school programs?
- How great would it be to have a program that offers an hour of keeping kid's active and teaching them the fundamentals of sports and teaching sportsmanship and teamwork?
- What has been your experience with other after school enrichment program?

7. Engaging Conversational Questions for Customers

- How old are your children?
- What grades are your children in?
- What are they into, favorite school activity or subject?
- What do your kids like to play?
- Any plans coming up for vacations/breaks/school holidays?
- How is your child enjoying the program?
- What other after school activities have your children participated in?
- What seasonal sport is your child about to play in i.e. spring, winter...?
- How many days a week do your children get to participate in P.E?

8. Engaging Conversational Topics for Existing Partners/Customers

- Sportsmanship
- Benefits of Exercise (obesity crisis)
- Lessons from Sports
- Focus of Participation and Fun
- Safety Priority
- OTA Background (history of company, locations)
- OTA Process (staff training, program policies and procedures, curriculum)