

# Overtime Athletics Sales Commitment

1. *After School Programs*
2. *Summer Camp Session*
3. *Leagues and Clinics*
4. *Vacation Break Programs*
5. *Birthday Party Division*
6. *Special Programming*

We don't look at selling Overtime Athletics as a typical sales position. This is not like selling Xerox copiers – With OTA, you are selling something that every school, family, and child needs. And most important, it's not going to cost the school ANYTHING to set up.

However, if you wait for schools to call you, you'll never have any programs. If you are not prepared to invest the time and attention in your territory, you have wasted your money buying a franchise. **You must commit 1-2 hours per day on NEW BUSINESS SALES – We call this the Power Hour+.**

1. **After School Programs:** OTA's core foundation – You build a reputation for the brand through After School Programs.
2. **Summer Camps:** Should be an excellent stream of revenue – but again you need to invest the time to create partnerships.
  - a. Elementary Schools
    - i. Best option developing a win/win for the PTA and OTA
  - b. Private Facilities
  - c. YMCA's
  - d. Park & Recreation's
  - e. Professional Sports Teams
  - f. Churches
3. **Leagues and Clinics:** Can be another stream of revenue – parents will pay for individual instruction that generate results. 'Results' being the key word – make sure you have staff trained at that particular sport.
  - a. Running clinics through the local CYA/SYA
  - b. Private or group instruction clinics
  - c. Sports Leagues
  - d. Coaching Clinics

- 4. Vacation Break Programs:** Everyone needs a place to put their kids when school is out:
  - a.** Elementary School “No School Day Camps” through PTA’s and Administrations
  - b.** Winter, Spring, & Summer Break Camps at:
    - i.** Elementary Schools
    - ii.** Private Facilities
    - iii.** YMCA’s
    - iv.** Park & Recreation
  
- 5. Birthday Parties:** Should be a constant source of revenue throughout the school year. Every time you send out an email or flyer, you should remind families that we offer birthday parties.
  
- 6. Special Programming:** This normally happens when you do an excellent job of running an OTA program. The automatic question from PTA’s, administrators, General Managers, ETC, is: What else do you do??
  - a.** Recess Monitors
  - b.** Field Day Experts
  - c.** PTA Meeting Play Dates
  - d.** 1 Day No School Camps
  - e.** Family Fitness Nights