

# **Club Pro 2**

## **“CALL TO ACTION”**

### **ASSESSMENT**

#### **INTRODUCTION**

Our sport industry has come through a variety of changes over the last three decades, from a peak in the early 70's to a low in the early 90's. There are many reasons for “change”. Technology creates change. Knowledge is a source of change. Change has no conscious, doesn't play favorites and destroys those clubs, organizations, or industries with cultures that don't adapt. When all is said and done however, it still comes down to one component that has the greatest impact on change, “*People*”.

As an employee or independent contractor of a club, your role and responsibility will extend far beyond that of teaching tennis on the court. The purpose of the “Call to Action” segment is to have the CP2 not just be “aware” of what is needed in the job through a knowledge base, but in essence to “transform” the CP2 into one of “action” or “change”.

The following is a list of action items that must be either implemented or exemplified by the CP2 candidate. Once completed, the General Manager or Tennis Director will need to “sign off” as verification of completion. Although the candidate may only need to demonstrate these “Call to Action” elements for the course, the intention is to have each candidate embrace and embody each component into their daily routine. Remember that change is not “get ready” but “get going”.

## **1. CUSTOMER SERVICE**

- I use the members name wherever possible in conversation, and show genuine interest in well being of member
- I introduce myself to someone I don't know and start a conversation
- I "Show" someone rather than "tell" someone where they have to go to find what they are looking for
- I phone clinic members and ask how they are enjoying program, or what could I do to make the lesson better.
- I fill in for a round robin or group of members if they are short a person where possible.
- I phone members well in advance when canceling and offer make up day
- I strive to return all phone calls the same day, next day at the very latest

## **2. CLUB ENVIRONMENT/IMAGE OF CLUB**

- I help pick up any small bits of garbage on the way in from the parking lot or inside the club, i.e. Scrap paper, bags, etc
- I help clear dishes to counter in the restaurant, especially my own
- I notify appropriate staff when something is broken or needs cleaning
- I speak positively and enthusiastically about the Club, the club's programs, Club Staff on a daily basis
- I look in the mirror every day before going to work – to be sure I look like a pro every day – self grooming, clothing, etc.

## **3. PROGRAMMING**

- I change bulletin boards weekly with new pictures of weekly activities of members having fun in the programs, names of participants and agenda of program, times, and info on how to sign up for next one
- I verify court sheet bookings one week in advance to ensure courts are booked accordingly
- I have a written, organized program content for each group clinic, camp etc.
- I inform participants about another upcoming club event upon completion of every on court program (private lesson, group clinic, team practice),

- I am always looking for “holes” in Club Programming and try to create programs to fill the holes
- I create programs, with associated budgets, which ensures club and pro profitability
- I develop programs to service the maximum number of members and to fill the maximum number of courts (note: private lessons are good but only service one person)
- I never end a program without having the next program for the participant to sign up for.

#### 4. TEACHING

##### PRIVATE LESSONS:

- I use an interactive process to be clear on what your student would like to work on before the beginning every private lesson.
- I always evaluate the players ability in a game situation, to ensure that the skill being requested and taught are specifically related to them “playing the game” better
- I am always positive and look for opportunities to make each student feel smart and skillful
- I sell the vision for future lessons at the end of each lesson.

##### GROUP LESSONS:

- I use leadership skills to take charge of the entire group
- I use representative groupings to present drills
- I provide group objectives, with individualized feedback

#### 5. OTHER

- I make an “action list” every day and check off each item, those not completed that day move to next day

I certify that the above “Action” items have either been exemplified or implemented by the undersigned:

CP2 Candidate: \_\_\_\_\_

Verification By: \_\_\_\_\_

Club: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_