

League Bowler Development System

Marketing



Prepared by
The BPAA League Development Committee

Introduction

The League Bowler Development system provides bowling center owners, operators, managers and other personnel with fast and efficient guidance on the development and retention of league bowlers.

This system will provide you with the tools and techniques necessary to meet your league goals, regardless of the season.

No matter how much or how little skill you have in league development, the guidance in this system will make you a better, more proficient and more confident bowling center owner, operator or manager.

Why Do You Need This System Now?

In the past quarter of a century, America's appetite for entertainment has grown, expanded and become more diverse. Consumers want the latest and greatest, the newest and fastest and they want it now.

As a result of these changing lifestyles and demographic movements, the demand for league bowling participation, especially for traditional 30+ weeks has decreased, making the job of developing new and retaining existing customers even more challenging.

In an effort to get you plugged in to new and exciting ways to build leagues as well as tricks, tips and secrets, this **League Bowler Development System has been designed as a reference tool**, a tool that we believe is even more important than ever and is organized in a way that allows you to choose the topics and utilize the sections most relevant to your current business situation. You will find that the information is well organized and easy to find.

Marketing

In This Chapter

- ✓ Database and CRM Solutions
 - Casual Bowlers
 - League Bowlers
 - CRM Solutions
- ✓ Pre-Season Incentives
- ✓ Referrals
 - Program Ideas
 - Incentives
- ✓ In-Center Communications, POS & Advertising
- ✓ The In-House League Sign Up Process
 - Sign Up Forms
 - Sign Up Confirmation
 - Sign Up Tracking
 - What about “No Shows”?

In the Planning section, you learned to market your league business in-center, also referred to as “four walls marketing”, since it all takes place within your four walls. In this section you will learn proven marketing strategies and effective tactics, all designed to guide you to league development and retention success.

Marketing for league bowlers is often left up to the league officers. **Partnering with your league officers to help with league development and retention is a sound strategy.** However, in this competitive environment for the discretionary dollar, it is essential that you and your staff **have the ability to directly reach and communicate with your existing league bowlers.**

✓ Database and CRM solutions

The Database

Knowing who your customers are starts with building a database that is user-friendly, easy to access and provides information on customer activity as well as where the data was ascertained.

While you could segment your data into many categories, there are two primary groups to consider:

1. League Bowler Database
2. Casual Bowler Database

For each of these groups, you will need a database solution. We will discuss those solutions later in this section. For now, we are focusing on the importance of the data and how to collect it. In some instances you might not have all of the data required; it is a never ending effort to maintain and keep data as current as possible.

League Bowler Database

Let's examine the league database in more detail and what you need to get that information.



As indicated in the communications section, one of the valuable benefits offered to BPAA members is a database or Customer Relationship Management (CRM) solution available through Customer Connect. This database allows you to automatically download all of the relevant data on your USBC sanctioned league bowlers from the previous 3 years.



Regardless of the solution selected, having some type of database is no longer an option and you should have your own information on your league bowlers.

One of the tools used to secure that information is the **Team Registration Form** (Exhibit 3.1), which contains data on **EVERY LEAGUE for EVERY BOWLER!**

The team registration form should be generated at the start of every league season.

- The purpose of the form is to have current information not only for safety reasons, but for reasons of communicating special tournaments, special events, center closings due to weather, and offers you would like to extend to them.
- You can also tie this information to activating their league benefits. Bowlers will be more inclined to give you this information if it results in benefits for them.
- Be sure to indicate that you will never share or sell their information. NEVER!



An added bonus on the Team Registration form is the data capture line for place of employment. This piece of data is an EXCELLENT lead for future league prospects. Knowing where your league customer's work will only increase the opportunities of starting a new bowling league or club with that organization.

Exhibit 3.1 Team Registration Form

Team Registration Form

LEAGUE (to be completed by center)

Bowlers per team: _____ Season and Year: _____ Weeks in Season: _____
Start Date: _____ Meeting Date: _____ Bowling Frequency: _____

TEAM # _____ **TEAM NAME#** _____

Bowler: 1 _____ Gender: _____
Address: _____ City: _____
State: _____ Zip: _____ Primary Phone #: _____ Secondary Phone #: _____
Email: _____ Birthdate (mm/yyyy): _____
Employer: _____ Check here if you are a first-year league bowler:
I would like to receive email offers from this center

Bowler: 2 _____ Gender: _____
Address: _____ City: _____
State: _____ Zip: _____ Primary Phone #: _____ Secondary Phone #: _____
Email: _____ Birthdate (mm/yyyy): _____
Employer: _____ Check here if you are a first-year league bowler:
I would like to receive email offers from this center

Bowler: 3 _____ Gender: _____
Address: _____ City: _____
State: _____ Zip: _____ Primary Phone #: _____ Secondary Phone #: _____
Email: _____ Birthdate (mm/yyyy): _____
Employer: _____ Check here if you are a first-year league bowler:
I would like to receive email offers from this center

Bowler: 4 _____ Gender: _____
Address: _____ City: _____
State: _____ Zip: _____ Primary Phone #: _____ Secondary Phone #: _____
Email: _____ Birthdate (mm/yyyy): _____
Employer: _____ Check here if you are a first-year league bowler:
I would like to receive email offers from this center

Bowler: 5 _____ Gender: _____
Address: _____ City: _____
State: _____ Zip: _____ Primary Phone #: _____ Secondary Phone #: _____
Email: _____ Birthdate (mm/yyyy): _____
Employer: _____ Check here if you are a first-year league bowler:
I would like to receive email offers from this center

Connecting with customers just got easier.



Introducing **BPAA's Customer Connect** — your real time CRM (Customer Relationship Management) marketing database. Now you can create, track and market events, leagues, tournaments and more to all your customers. Best of all, the standard CRM package is **FREE** to all BPAA member centers. It pays to belong!

Here's what you get at no cost as a BPAA member center:

- Web based and accessible from anywhere
- Database segmentation
- Automatic national change of address
- Real-time updates on USBC league data
- Secured data backup system
- Seamless integration with BPAA Webservices
- Direct mail barcode printing
- Tracking and reporting tools
- Data collection widget
- Direct mail options
- League callback feature
- Additional services for purchase include: email & text message solutions

Call 800.343.1329 Ext. 8440
today to get started.



Customer Relationship Management (CRM) Solutions

In addition to BPAA's Customer Connect, some of the more popular CRM software programs are: ACT, Salesforce, Snapforce and Zoho. Investigate these options to determine which one best fits your needs.

Casual Bowler Database

In order to generate new names for your center database, you can use the following in-center database collection form (Exhibit 3.2) as well as a six-step sign-up process (Exhibit 3.3) for busy open play times.



In today's data-driven society, having just a person's email is not enough. Today you need additional demographic data like age, gender, birthday as well as some of their interests.

Exhibit 3.2 Database Collection Form

Want \$10 in FREE Bowling?

Thanks for visiting (center name). Join our VIP bowling Club to receive special offers, free games and information on events and new programs. Please complete this quick form. Your \$10 coupon will be emailed to you within 24 hours.

First name*: _____

Last name*: _____

Address*: _____

City, State, Zip*: _____

Email*: _____

I authorize Happy Lanes to send me discounts, offers and other communications via email. I am 13 years of age or older.

Cell phone: _____

I authorize Happy Lanes to contact me by phone.

Gender*: M___ F___

Age*: 13 to 17___ 18 to 24___ 25 to 34___
35 to 44___ 45 to 64___ 65 +___

*is a mandatory field

I am interested in receiving the following information (check all that apply):

- Birthday parties
- Company parties
- Fund raisers
- Short season league programs
- Learn to bowl have-a-ball programs

Sometimes we forget to get names from the customers that are right in front of us.

Here is a little trick you can do to get customers and staff involved. You can change the prizes to a free pizza pins n pop or four free cosmic entries or a flat \$25 or \$50 in bowling bucks. Just be sure that the incentive IS really an incentive and not a free game which people may not see as a great value. Centers use this procedure on Fridays, Saturdays and sometimes mid-week to quickly generate 50 to 100 emails.

Exhibit 3.3 Six Step Approach to Collecting In-Center Sign-Ups

Step 1) “Hi everybody and welcome to Happy Lanes, your home town bowling center. We’re going to be giving away 25 free games, so please complete the cards we gave you and we will be picking them up later.”

Step 2) Half hour later: Go down to lanes and pick up the cards.

Step 3) About 45 minutes later: “We will be selecting the winner for 25 free games soon, so be sure to complete your cards and get them to us. You have about 10 more minutes before tonight’s (today’s) drawing. If you don’t have a card to fill out, please come up and get one now.”

Step 4) Ten Minutes later: Go down to lanes and get the remaining cards.

Step 5) Announce the winner and present him/her with 25 free games – which is a \$100 value at \$4 per game

Step 6) Take a picture of the winner and post on Facebook, Twitter, Instagram, and Pinterest.

✓ Pre-Season Incentives

Once you have your database collection system set up, you can now concentrate on your pre-season start-up incentive program.

First, examine if your current incentive program is generating league signups. Ask yourself the following questions:

- Do I have an incentive program and if not, should I?
- If I have one, is it effective?
- Have I solicited staff input?
- Have I changed it in the past couple of years?
- How can I make it better?

Second, we are going to assume that you are looking for innovative ways to retain more league bowlers and convert more prospects to NEW league bowlers. In order to do that, staff motivation is a necessity. Incentives can include dollars, but also consider group outings, trips, dinners, personal rewards (car detailing, maid for a day, etc.).

Below are several ideas for incentive programs. Select the incentive that best fits your needs and reward your staff with a “well done”, a “good job” or an “atta boy/girl” type of reward.

The ONE Team Incentive

In the One Team Incentive scenario, a dollar amount is established as a pool, for example \$2,000.

- In order for employees to qualify to be “on the team,” **individual center employees must sign up at least two bowlers - either new bowlers or returning bowlers.**
- The center establishes a league bowler goal. If, for example, last year’s bowler count was 950, this year the goal might be 1,000 and if that number is hit, the whole team gets to split \$2,000 with full-time employees getting a larger percentage than part-time employees. The specific split is up to you.

- You can also add an MVP award for the team member who signs up the most NEW bowlers (people who did not bowl in a league in your center since the previous season).

The TWO Team Incentive

In this scenario, you establish two team captains and they draft their players. First one team selects; then another team selects and then back to the first team until all qualified team members have been selected.

- Conduct this incentive the same way as described in scenario one, except, divide the incentive in two parts with the winning team getting 60% of the incentive dollars and the losing team getting 40% of the dollars.
- The only additional incentive is that the losing team has to cook steaks for the winning team while the losing team eats hot dogs and beans, adding some fun and competition to the process.
- In order to distinguish the team members, shirts and ball caps are distributed to each team and each team can pick their own name with your approval, of course.

The New Bowler Only Incentive (An overlay to the One Team Incentive and Two Team Incentive)

In this scenario, team members who qualify, just like in the scenarios above, are given the challenge of signing up NEW bowlers (people who have not bowled in a league since the previous year's fall season or summer season).

- The caveat here is that this is an OVERLAY on your other incentive plan (described above). It focuses on a NEW league bowler who has a potential yearly value of over \$500 (including food and beverage), as well as the lifetime value of the league bowler which some pundits estimate at over \$5,000.

- Since a league bowler is worth about \$320 (lineage only) in a 32-week season, the offer of a 10% commission is a good incentive that would equate to about \$30 per NEW bowler.
- For shorter season leagues like 16 weeks or even 8 weeks, incentives would drop to about \$10 and \$5.
- Remember, this is for NEW bowlers only!
- Suppose you added 25 NEW bowlers for a 32-week season, which means your incentive would be about \$750 with INDIVIDUALS RECEIVING CHECKS FOR WHAT THEY BROUGHT IN.

NOTE: You can implement this scenario with the one team approach or the two team approach as outlined above.

Some Rules Of The Road

- Make sure that you know what your bowler count was last year. Simply go back to last year's October 1 to October 31 period and count league lineage, then divide that lineage by 3 games and then by 4.4 weeks.
- This number represents your official bowler count (OBC).
- Take the same measurement this year from October 1st to October 31st to get your OBC.
- Your incentives will be paid on this year's count.
- Payouts should occur after the 12th week of a 32-week league, after 8 weeks in a 16-week program and after 5 weeks in an 8-week program. These are just guidelines and you are free to make up your own payout time period.

Marketing Your Employee Incentive Program

It is important to correctly introduce your incentive program to your employees so that they understand how important it is to you, the center, **and to them.**

Be sure to communicate that there is a direct correlation between hours available to the staff, based on the number of league bowlers. In other words - "bowlers equal hours!"

Meet with your management team and get them to buy in to the concept, begin developing your flyers, banners and posters and have a meeting ASAP with the entire staff. If you can't get everybody together, then meet with smaller groups separately.

At the meeting you will present:

- The center goals for this upcoming season and past performance in terms of bowler count.
- Your league flyer for the upcoming season which reflects your theme.
- Benefits of each new league and how to sell it to prospects. Identify the best prospects for the leagues - families, young couples, dropouts, kids, teens, ladies, etc.
- Make sure they understand how to match the audience to league offering.
- Individual flyers promoting NEW leagues, stating the goal for each NEW league.
- A description of the incentive plan and an example of how much an individual could earn.
- Describe how you are going to monitor the sign ups using the Sign-up Tracking Form (Exhibit 3.4).
 - For every league you already have or are trying to form, create a file folder and affix this sheet to the front.
 - It will be your INDIVIDUAL LEAGUE MASTER FOLDER.
 - The folder will be your league's mailbox:
 - Every sign up form, telephone lead, notes on possible new bowlers interested in this league, will go into this file.

Lane to Lane Solicitation

Lane-to-lane solicitation is similar to “table touches” in a restaurant. Think of each lane as a table and your opportunity to connect with one of your most valued customers. Executed properly, lane-to-lane allows you to improve the number of league sign-ups for the upcoming season. It also allows you to achieve your specific goals to:

- Solicit every current league bowler for the upcoming season, i.e., speak with all fall league bowlers about bowling in a summer league.
- Confirm a customer’s status for the next season.
- Update and verify each league customer’s data; address, phone, email, etc.
- Add new bowler information for those that may have joined since the start of the season.
- THANK EVERY league bowler for their business!

Lane-to-lane is an excellent example of “Marketing within the four walls” of your center. In the example below, we are executing the lane-to-lane near the completion of the fall league season, working toward generating summer league bowlers.

You could use the same steps at the end of the summer league season going into the fall with the appropriate materials.

If you want to know that 100% of your current league customers have been “table touched”, follow the guidelines below to achieve that goal.

Materials needed:

Summer league flyers, copies of current team registration forms and team tracking forms, year-end thank-you gift/offers.

Select the right employees:

Your team’s best customer service people who are familiar with your center’s league offerings.

Determine the number of staff needed:

Enough people to be able to visit with EACH bowler during the first game and accomplish the following....

- Thank them for bowling this season, present them with any year end thank-you gift (gift is optional and could be as simple as a coupon book valid over the summer).
- Invite them to join you this summer for a league.
- Present a summer flyer to each bowler.
- Record their response on your tracking form as Yes/No/Maybe for the summer season.
- Confirm their status for joining you next fall and record that response.
- Verify data from Team Registration Form - address, phone, email, etc.
- Add any new bowlers that may have joined the team.

Lane-to-Lane Best Practices

- Make a P.A. announcement at the start of the league to let your bowlers know that you will be coming down to see them to give them their year-end thank-you gift.
- Attach a summer flyer to each league standing sheet.
- The best time to speak to league bowlers is during the first game while they are fresh and not unhappy about their scores!



A 32-lane center with a full shift of leagues is going to need 4 to 6 people to finish lane-to-lane by the end of the first game.

✓ **Referrals and How to Get More of Them**

We often hear how “word of mouth advertising” helps a business to grow. All marketing is ultimately word of mouth meaning that someone else, besides you, refers a customer to you, says good things about you to a relative or friend or actually recommends you as the place of choice for a particular product or service.

To generate more league bowling referrals you have to develop a referral program that welcomes, tracks and converts a person from a referral to a prospect to a league bowler.

But where do you get referrals from? Your customers? Your employees? Your vendors and suppliers? Your friends and relatives? **The answer is “all of the above.”**



Research shows that people were originally introduced to league bowling through family, friends and work. Family members are by far the greatest influencers, followed by friends and work.

The Referral Program

Current customers are the best source for new referrals – **consider your league bowlers as your sales force.**

- Communicate the details and benefits of the referral program to your current customers.
- Establish customer benefits: consider cash, gift cards or even a contribution to their favorite charity for every referral that becomes a league bowler.
 - For example, the referral program would offer the league bowler:
 - \$20 for any NEW 32+ week league bowler who joins and bowls for at least 12 weeks
 - \$10 for any 16 to 31-week bowler who joins and bowls for at least 10 weeks
 - \$5 for any 8 week to 15-week bowler who joins and bowls for at least 5 weeks

As described below, you can implement this one of two ways: make your entire league bowler base your sales force or select smaller groups of league bowlers to form sales “teams”.

Make Your Entire League Bowler Base Your Sales Force

In this scenario, communicate your league referral program by distributing a flyer in center (Exhibit 3.5), making P.A. announcements at the start of league play and sending emails (Exhibit 3.6) to your league bowler database.

Exhibit 3.5 In-Center flyer to League Bowlers



Here's How You Could Be Rolling in the Cash This League Season

Bring up to Four Friends to Bowl in a League
and Get Up to \$XXX.xx

With the fall or (summer) (year) league bowling season quickly approaching, we would like to provide you, our VIB (Very Important Bowler) league bowler an opportunity to earn some extra cash.

Right now, when you bring a friend bowling - someone who hasn't bowled with us since September (May) of (year) - and they join a league, we'll give you **\$XX** per bowler. The only requirements are:

- These bowlers did not bowl in a league at Happy Lanes since **(Month and Year)**
- They join a league that bowls at least 32 weeks
- Payout is done after they bowl **XX** weeks of the season

Maybe you know a whole team that is looking to bowl; to either join your league or to bowl on another evening. In either case, when you bring a whole team of four people, we'll give you **\$XXX**. The only requirements are:

- These bowlers did not bowl in a league at Happy Lanes since **(Month and Year)**
- They join a league that bowls at least 32 weeks
- Payout is made after they bowl **XX** weeks of the season

Note: two and three person teams will be eligible for different incentives as will leagues and teams that bowl in shorter season programs. Please see the general manager for details.

Best regards, **(Your Name)**

P.S. Hurry this offer expires on **(Month, Day, and Year)**

Exhibit 3.6 Referral Program Emails To League Bowlers

#1

Subj. line: Bring a Friend Bowling and Make Money

Copy: Thank you for participating in a league at Happy Lanes. In appreciation of your business, we would like to provide you with a special VIB (Very Important Bowler) offer.

Right now, if you bring a new person to bowl in a league, we will give you **\$XX** dollars for your referral.

Better yet, if you bring a whole team, you will receive **\$XXX**.

This offer is available for Happy Lanes league bowlers **ONLY**. For more information and program requirements, just click on this link:

www.HappyLanes.com/LeagueBowler Incentive

or email us: manager@happylanes.com

Note: This link will take the league bowler to a “landing page” on your web site that includes the flyer in Exhibit 3.5.

#2

Subj. line: Make Money Just by Asking a Friend to Bowl with You This Season

Copy: If you have friends or relatives that enjoy bowling, now is the time to ask them to join you. As our VIB (Very Important Bowler), we will give you a **\$XX** reward when that person joins and bowls in a league at Happy lanes this season.

Better yet, if you bring a whole team, you will receive **\$XXX**. This offer is available for Happy Lanes league bowlers **ONLY**.

For more information and program requirements, just click on this link:

www.HappyLanes.com/LeagueBowler Incentive or email us:

manager@happylanes.com

Note: This link will take the league bowler to a “landing page” on your web site that includes the flyer in Exhibit 3.5.

Select smaller groups of league bowlers to form the “Happy Lanes Sales Team”.

- This team is treated like a sales organization. There is no pay other than the commission as stated above.
- You will need to compensate them with some type of referral benefits, for example:
 - Free games (up to 10 per week)
 - Discount card for \$20 in food and beverage credit each week from July 1 to September 1
 - 20 to 25% discount on bowling equipment
- Provide them with the same type of incentives as described above or perhaps a little more generously.
- Provide them with Team apparel (wind jacket, hoodie or bowling shirt) that says Team Happy Lanes.
- Provide training sessions of at least one to two hours each.
- Utilize them for making sales calls to dropouts.

Exhibit 3.7 In-Center Flyer for Recruiting a Sales Team



Happy Lanes Is Looking for a Few Good Men and Women

If you are truly passionate about bowling, and especially bowling at Happy Lanes, we have an offer that could be worth its weight in gold (well almost!).

We are looking for people to refer, and help place, new bowlers into leagues at Happy Lanes - regardless the length of the season - they can join an 8, 16 or 34-week program.

We are looking for only 10 bowling enthusiasts like you to participate. You will be contacting friends, relatives and acquaintances by phone and email - generally just talking up the great bowling experience at Happy Lanes.

For your assistance, you can earn \$XX per new bowler and \$XXX per new team of X. Of course you have to meet certain requirements, which will be discussed at our upcoming start-up meeting.

If you are interested, just drop an email to manager@happylanes.com and we'll provide you with the details on the start-up meeting.

Regards
Your Name, Title

P.S. We'll even give you your own wind jacket, a \$25 credit toward bowling or food and a bunch of free games for participating.

Exhibit 3.8 Email to League Bowlers for Recruiting a Sales Team

Subj. line: If you have some free time, we would like to pay you for it

Copy: We hope you love league bowling at Happy Lanes. We are looking for a few bowling enthusiasts to assist us to get more people to experience the fun of league bowling.

For your assistance, you can earn \$XX per new bowler and \$XXX per team of “X”. Of course you have to meet certain requirements, which will be explained at our upcoming start-up meeting.

If you are interested, just drop an email to manager@happylanes.com and we’ll provide you with the details on the start-up meeting.

P.S. We’ll even give you your own wind jacket, a \$25 credit toward bowling or food and a bunch of free games for participating.

✓ **In-Center Communication**

For many proprietors, one of the few ways they communicate to their customers is done while the customers are at the center, thus the in-center communication strategy needs to be on target.

Choosing a seasonal theme for your league flooring efforts will help to initiate a **dialogue between the prospect and your staff member, for example:**

“Hey, what does that sign mean, “Get in the Game”?”

To that inquiry, your staff member might reply:

“We’re forming new bowling leagues for the fall and have many different options for our customers. When we say get in the game, we’re saying we don’t want you to miss out on the fun and good times of league bowling. Can I introduce you to an every-other-week fun couple’s league or even an adult child league?”

To get your customers to notice your message, you will need the following Point of Sale (POS) elements:

- League flyer, preferably on 11" x 17" paper, printed front and back. Fold the 11 x 17 in half to create an 8 ½ x 11" 4-page flyer. (Exhibit 3.9 below)
 - **State your theme on the first page.** Below are some examples:
 - Get in the Game at Happy Lanes this Fall
 - 100 Reasons to Join a Happy Lanes League This Fall
 - Cruise into a Fall League at Happy Lanes (bowlers will have a chance to win a cruise to the Bahamas)
 - **List your leagues on the second and third pages.** We strongly urge you to list them so they are **easy to understand, especially by your open play bowlers.** Also, use words that encourage individuals, as well as teams, to join.
 - **List your league information** to include, name of league, start date and time, number on a team, and meeting date/time – if you plan to have one. Include boxes with fun, easy-to-understand headings such as:
 - Boys Night Out = Men's Leagues
 - Social And Fun = Mixed Leagues
 - Ladies Just Want To Have Fun = Women's Leagues
 - Young At Heart = Seniors
 - "Kids Klub" = Juniors
 - Be A Kid With Your Kid = Adult/Child Programs
 - New and Improved = Any new leagues
 - Get Better. Be Better. = Bowling instructional league
 - Leave space in the lower right hand corner for a sign-up form.
 - **Use the space on the fourth page to promote** league benefits, birthday parties, company parties, open play

specials on weekends and weekday nights (not too many now) as well as your center name, address, phone number, website, email. Place your center name on the reverse side of your sign-up form on page 3.

Now that you have the content, you will need to determine who will handle developing the graphics and printing. Yes, you have someone in the center that does really nice flyers, but is he or she a graphic artist?

If you are going to ask people to spend \$500 or more at your center this year, you should make a great first impression and nothing speaks quality like a color flyer done professionally.



Yes, you might actually spend \$150 or more to hire a professional graphic designer to create your league flyers, but it's worth every penny to represent your center in a first class manner.

And finally, if you are going to spend money on a graphic designer, **DO NOT use your center's printer to print these flyers.** They should be printed in color (not black and white) on a glossy stock or good quality paper (80 – 100# gloss text is recommended). If you try to save a few pennies by reducing the quality of the output, you will regret it later and will have wasted both money and time.

Exhibit 3.9 Sample League Schedule 4-page Flyer



FALL INTO FUN
(join a fall league today)

Fall League Schedule 2013

Brunswick Zone
www.BrunswickZone.com

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ALL AGES. ALL SKILL LEVELS. ALL GOOD TIMES.
JOIN AS A SINGLE, COUPLE OR COMPLETE TEAM.

League Type	League Name	Day	Meeting Date & Time	Start Date & Time	# per Team	# Weeks	Approx. Cost
Kids	BFF Bowling Club	Tuesday	Sept 10, 9 pm	Sept 10, 3:30 pm	4	10	\$5
Mixed	DIV M&M Social	Wednesday	Sept 10, 9 pm	Sept 10, 3:30 pm	4	10	\$10
Men's	Gush Night Out	Thursday	Sept 17, 9 pm	Sept 17, 9 pm	6	10	\$12
Ladies	Ladies Night Out	Monday	Sept 14, 9 pm	Sept 14, 9 pm	4	12	\$11

(Use this space to list your leagues)

Brunswick Zone
www.BrunswickZone.com

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ALL AGES. ALL SKILL LEVELS. ALL GOOD TIMES.
JOIN AS A SINGLE, COUPLE OR COMPLETE TEAM.

League Type	League Name	Day	Meeting Date & Time	Start Date & Time	# per Team	# Weeks	Approx. Cost
Kids	BFF Bowling Club	Tuesday	Sept 10, 9 pm	Sept 10, 3:30 pm	4	10	\$5
Mixed	DIV M&M Social	Wednesday	Sept 10, 9 pm	Sept 10, 3:30 pm	4	10	\$10
Men's	Gush Night Out	Thursday	Sept 17, 9 pm	Sept 17, 9 pm	5	10	\$12
Ladies	Ladies Night Out	Monday	Sept 14, 9 pm	Sept 14, 9 pm	4	12	\$11

(Use this space to list any additional leagues)

SPACE IS LIMITED—REGISTER TODAY!
[Center name]
[Center address]
[Center phone #]

YES! Sign me up for a Brunswick Fall League! (Do you bowl in a league now too?) NO YES

Name: _____ Date: _____
Address: _____ City: _____
State/Province: _____ Zip/Postal Code: _____ Email: _____
 I authorize Brunswick to contact me via email. I am 13 years of age or older.
 I authorize Brunswick to contact me by telephone.

Phone (Home): _____ (Cell): _____
My choice of league is: 1) _____ 2) _____
Day of Week: _____ Time _____ am _____ pm Day of Week: _____ Time _____ am _____ pm
Friends that are on my team: _____
Brunswick Employee created with my sign-up: _____

Help us serve you better! Please tell us: Gender: Male Female Birthdate (Month/Year): _____ Bowling Average: _____

Brunswick Zone
www.BrunswickZone.com

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GRAB THE GANG AND JOIN A LEAGUE TODAY

(Use this space to list your league benefits)

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In addition to your flyers, consider the following point-of-sale materials to promote your leagues:

- **Danglers about 22” x 24”** – use the artwork from the first page of your league flyer. Print double sided and mount on foam board or heavy chip board and hang one for every two or three lanes and two to six in the bar and snacks bar depending on size.
- **22” X 28” Poster** – display in a high traffic area of your center
- **Table Tents** – display on tables in the bowlers’ area and concourse and in other seating areas throughout your center – snack bar, bar, etc.
- **Static or video ads** – display on your overhead lane monitors or other digital signage.
- **Buttons** for your staff “Ask me how you can have more fun this fall”.
- **Shirts or ball cap** themed wearables.
- **Banner** – promoting "Join a League" from Pepsi or an adult beverage company.
- **Create a promotional display** in the entry way or near your front counter using the seasonal theme and promotional materials.
- **Sign-up cards and forms** at the desk.
- **PA Announcement script** at the desk for Manager on Duty to read several times per night.



As we mentioned above, make sure that your staff has a full understanding of every piece of information that you place before the customer. From flyers to prices to incentives; if the staff does not know it, then your customer CERTAINLY won't.

✓ **Getting, Signing And Tracking The Bowler From Sign Up To Flooring**

The supplies you will need for this step include the following

- A closed file folder for every league you will be flooring.
- A form that tracks each bowler sign-up and is stapled to the front of each folder (Exhibit 3.4).
- Free standing league sign up form at front desk (Exhibit 3.10).
- Sign up confirmation form (Exhibit 3.11).
- Total bowler tracking form (Exhibit 3.12)
- League follow-up postcard or email (Exhibit 3.13).

Exhibit 3.10 League Bowler Sign-Up Card and Sample Flyer

LEAGUE SIGN-UP CARD		
Yes, I want to bowl in (the name of league)		

Name		

Address		

City _____	State _____	Zip _____

Phone		

Email		

I know of other people that would want to bowl with me		
Name _____		
Phone _____		
Email _____		

Name _____		

Phone _____

Email _____

Name _____

Phone _____

Email _____

Today's date: _____

THE LOUSY BOWLERS CLUB

THIS CLUB IS ALL ABOUT FUN:

- ★ 3 GAMES *per week*
- ★ LAID-BACK FUN
- ★ FREE LEAGUE T-SHIRT

SIGN UP TODAY!

Yes! Sign me up for the Lousy Bowlers Club!

Name: _____ Date: ____/____/____

Address: _____ City: _____ State/Province: _____ Zip/Postal Code: _____

Home Phone: _____ Cell Phone: _____ Work Phone: _____

I authorize Brunswick to contact me by phone. I authorize Brunswick to contact me by email. Email: _____
I am 13 years of age or older.

Important notice for Canadian residents:

In light of Canadian Anti-Spam Legislation (CASL), in order for Brunswick bowling centers to send you league information, team registration, coupons, event invitations and other communications via email, we are seeking your express consent to receive these communications. If you would like to receive these communications via email, please sign below. You can withdraw your consent at any time. Bowlmor AMF, 222 West 44th Street, New York, NY 10036. www.bowlbrunswick.com.



Signature: _____

BRUNSWICKZONE.COM

Exhibit 3.11: League Confirmation Postcard, Letter or Email

Dear (name),

Thank you for joining the (name of league) at (center name). We appreciate your patronage and promise to do everything we can to make your bowling experience enjoyable.

Your league will meet on (day, date and time). Your league secretary is (name of secretary).

Included are four free games of open bowling – please come in to enjoy these games and feel free to bring a friend.

We look forward to hosting you, your team and league. If I can be of any further assistance, please do not hesitate to contact me by phone at (phone number) or email at (email address).

Sincerely,
(Name)
(Title)

Exhibit #3.12 Total League Bowler Tracking vs. Goal



Exhibit 3.13 League Reminder Postcard or Letter

Hello (first name),

Your league will be starting soon! Your league meeting for (name of league) will be on (day date and time) at (center name). We will discuss housekeeping tips, league rules and other league details during this brief meeting. Bowling will start right after the meeting.

We look forward to seeing you at (center name, address, city, state).

If you have any questions or are unable to make this first session, please give me a call at (phone number) or email me at (manager@centername.com)

Sincerely
Your name

Reverse side

Center name

Address

City, State Zip

Bowler Name

Address

City, State, Zip

Exhibit 3.13 League Reminder Email

Subject line: League Fun Starting Soon at (Center Name)!

Copy:

Your league is starting soon! Your league meeting for (name of league) will be on (day date and time). We will discuss housekeeping tips, league rules and other league details during this brief meeting. Bowling will start right after the meeting.

We look forward to seeing you at (center name, address, city, state)

If you have any questions or are unable to make this first session, please give me a call at (phone number) or email me at (manager@centername.com).

- **After you get a sign up**, place the form inside of the appropriate league folder and record any pertinent information about the individual on the form on the front of the folder.
- **Within 24 hours of receiving the league sign-up, call and email the prospect** to thank them for joining the league and to let them know you will be sending them four free games so they can come in and bowl anytime lanes are available. Encourage the new league bowler to ask for you (or your designated staff member) when he/she comes in to enjoy the free bowling so that you can meet him/her and answer any questions they may have or to assist them with any equipment needs.
- Every time you speak to them, **ask them if they know of anyone else that they would like to bowl with and inform them that if they bring a friend, they would**

be eligible for a special league bowler referral incentive (discussed previously).

- Over the next several weeks, before the season starts, **you want to call these people back again and tell them: “it’s getting closer”** and if they have already used their free game cards, you would be happy to email them another free game gift certificate.
 - Again, when you speak to them, **ask them if they know of anyone else they would like to bowl with and remind them about the league bowler referral program discussed previously.**

- **One week before the league**
 - Send a postcard and email reminding them of the start date, time and practice time of their league.
 - If you are going to conduct a league meeting, include that information on your postcard and email as well.
 - **Note:** if the meeting date is one week before the league starts, then back up this step two weeks before the league starts.

 - The day before the league meeting or the league starts, be sure to call back the prospect and remind him or her of the meeting date, time and how important it is to be there.

You have done your due diligence, followed all the rules, held the prospect’s hand, communicated with him/her, advised him/her of the meeting and start dates, practice time as well as start time...and he/she doesn’t show up. You can assume several things at this point

1. The prospect changed his/her mind
2. Something came up at work or in his/her personal life and she totally forgot it
3. They still want to bowl and will be there next week

Always assume that #3 is the case. Your next step is to contact the prospect/bowler to let him/her know that you missed him/her at the league meeting on the first night of bowling. Express that you were concerned and are just checking in to make sure everything is OK. Let him/her know that he/she can still join the league since this was just a meeting and you will be happy to fill him/her in on the details and plan to see him/her next week. See Exhibit 3.14 for a script to guide this conversation.

When the following week rolls around, be sure to call and email the person one day before to remind him/her of the league day, date and time it practices or starts.

Exhibit 3.14 Follow up Script for No Shows

You: Hello, may I speak to (name of customer)?

Her: Yes this is Janie Nosh.

You: Hi Ms. Nosh, since we didn't see you last night at your (name of league) at (center name), I am checking in to make sure you are ok and to confirm that you are still planning to bowl with your team this season.

Her: Oh, I don't know, I was thinking it's such a hassle to get there and it's such a long league.

You: Well, Ms. Nosh, I completely understand. Other people have felt the same way until they realize the fun and friendships they will be missing, not to mention the one night of the week you can really treat yourself to doing something different by getting out of the house.

Her: Well you do make a good point, but I still don't know.

You: Tell you what, come to Happy Lanes next week for your bowling time and if you don't have a great time with your friends, I'll let you bowl for free. Just give it a chance. I don't want you to regret that you didn't join and I know your friends and bowling buddies would miss you.

Her: I'm still not sure. No, I don't want to bowl.

You: Is it the day or time that is inconvenient or the length of the season?

Her: It's really that the season goes on forever!

You: If (another day) is convenient for you would you like to bowl in a 16-week league that starts next week and ends in January.

Her: Why yes, I would much prefer that, tell me about it.

You: Explain the league details starting with the benefits and then review the features, (day, time type of league, where the teams come from, composition; not too competitive). Sounds like a good fit for you, doesn't it? Wouldn't you like to bowl in that league?

Her: Well, it does sound better. Alright I will give it a try. Oh, is your money-back offer still good if I come there and don't like it?

You: Of course. I'll put you down as joining ABC league. It starts at 6:30pm, but please arrive a little earlier so we can get you all set up.

Her: Ok see you then, 'Bye.

You: 'Bye and thank you!

If she still does not show up the following week, try calling and emailing again. **If the prospect/bowler says "NO, I changed my mind. I don't want to bowl", then proceed to a fact finding mission.**

At this point you go into rescue mode and try to determine why the person changed her mind again.

- Was it an inconvenient day or time that conflicted with a NEW work schedule?
- Was she concerned about the level of competition?
- Was she concerned about the length of the league?
- Was she concerned she wasn't good enough?

Based upon this new information, try to find a league program that overcomes these objections such as a new league on a different day or a shorter season league or a less competitive league.

Be prepared to have your league schedule in front of you so you can offer the prospect/bowler the exact program, or a program that comes closest to addressing and overcoming her objections.

Marketing Summary:

Through the Marketing section, you have learned the many essential steps for building, organizing and managing a highly effective customer database. You will use it ongoing as your guide to creating winning customer relationship management solutions for your center and ultimately will aid in the development and growth of your league business through the following:

- ✓ Ongoing development of your database
- ✓ Creation of league sign-up incentive programs for your employees
- ✓ Promotion of league bowler referral incentive programs
- ✓ In-center communications to promote your league seasonal programs
- ✓ Implementation of the league sign up process
- ✓ Utilization of data collection tools