

League Bowler Development System

BPAA Existing Programs



Prepared by
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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.

BPAA Existing Programs

In this section we will discuss existing BPAA training programs that have been developed for member centers in the area of “inside” and “outside” selling, as well as annual sales planning to generate new league bowlers.

In This Chapter:

- ✓ Overview of BPAA’s Bowling University Online Training Program
- ✓ Promoting Sales Inside Your Center
- ✓ Promoting Sales Outside Your Center
- ✓ Developing an Annual Sales Promotion Plan

✓ **BPAA’s Bowling University Online Training Program**

In the economic downturn of 2008, while many corporations and trade associations were cutting their education, the BPAA did the opposite and invested over \$250,000 into the design and creation of an online training program.

More than two years after the commitment was made, BPAA Bowling University rolled out its first online training course in the summer of 2010 in conjunction with International Bowl Expo. That one course became five courses, then ten and eventually a full slate of 38 courses which includes the capstone projects for each of four certifications.

The Education committee has continually petitioned leadership to not look at education as a revenue source but as a service and member benefit that continues to pay dividends long after the member’s employees take the courses. Because of this position, the cost of development and administration of the program has never been passed through to the membership in the cost of the program, allowing the team the flexibility to keep prices well below market price and offer specials to encourage entire center participation in select courses.

In 2013, the fruits of the committee’s labor began to shine through. This vision and forethought of the education committee, from as far back as 2005 to create an online program before it was common practice, is paying off with usage of the program doubling in 2012.

In the past two decades, the technology revolution has reinvented the way people communicate, do business and learn. A recent census showed 44% of all college students were taking some or all of their classes online. Projections anticipate that number could be as high as 81% in the future.

Originally, online learning was focused on replicating face-to-face learning or an “in-classroom” experience; however, we now understand how to use online learning to provide services that aren’t available to a teacher in a classroom.

Students participating in *eLearning* can participate in a class while also interacting with other students from around the world, referencing materials from numerous textbooks, and watching an interactive video of someone demonstrating what is being taught.

There are three main advantages of online learning in general:

- 1) **Convenience and Flexibility**—Students from all over the world can log in from any computer station with internet access and join a class. There is no need for travel, relocation or to take time away from work. Classes are also available in windows of time. Instead of being required to be in the classroom at a specific time, a student can log in when they have time available and work at their own pace.
- 2) **Up-To-Date Information**—While the time and cost to update a textbook can be extremely high, content in an online classroom can be updated regularly. Classroom facilitators can regularly work with industry experts to ensure their content is current and relevant to the needs of the student. As new technology continues to develop, the tools available to the online classroom continue to expand.
- 3) **Improved Performance**—A meta-analysis done by the U.S. Department of Education found that students who learned online typically outperformed students who learned in a face-to-face setting. This is a result of several variables. Students set their own pace ensuring no information gets passed over. The courses are more interactive allowing students to get personal attention, and

the use of audio, video, and text blends to create a unique memorable experience, etc.

These aren't the only advantages of online learning; however, they are the staples by which this form of education has been built and continues to expand. Our program offers students the ability to create their own unique learning experiences and demonstrate their learned skills first hand.

Certification

Students entering the **Online Training and Management Certification Program** have a variety of options regarding the courses they take and the certifications they achieve. The first question you may ask yourself is: *Why am I participating in this program and what would I like to achieve?*

If you enter the program looking for expert training on a specific topic area but have no desire to achieve certification, you may choose to simply select a series of courses fitting your needs. For example, if you are looking for information or training regarding hiring practices and techniques, you may elect to take a couple of the human resource courses. These courses will be an effective tool to expand your own knowledge and can later be applied toward certification if you decide to continue in the program at a later time.

If you are entering the program specifically to attain certification in one of the specialized areas, you have three options: **Marketing and Sales**, **Food and Beverage**, and **Facility Maintenance**.

A certificate in one of these three specialty tracts would require the completion of all courses within the topic area as well as a series of required and elective courses and a final capstone project. The total number of courses to complete certification in a specialty tract is eight online courses and one capstone project.

If you choose to pursue the **Leadership and Operations Management certification**, you are required to complete 34 courses as well as all four capstone projects.

Certification Tracts

Food and Beverage Operations (10CPFB)

This capstone project requires students to complete a series of assignments where they walk through the process of developing a better

functioning food service profit center by taking measures to decrease cost and increase sales volumes.

Requirements:

Basic Food and Beverage Operations

F&B: Pricing Strategies

Inventory and Portion Controls

Bar Administration

Any two Supervisory Skills electives

Any one Human Resource elective

Any one Finance elective

Food and Beverage Capstone

Marketing and Sales Management (10CPMS)

This capstone project requires students to complete a series of assignments as they design an annual marketing plan that can then be implemented in their center.

Requirements:

Introduction to Strategic Marketing

Building and Retaining a Customer Base Customer

Demographics and Segmentation

Promoting Sales Inside the Center

Promoting Sales Outside the Center

Developing an Annual Sales & Promotions Plan

Any one Supervisory Skills elective

Any one Customer Service elective

Marketing and Sales Capstone

Facility Maintenance Management (10CPM)

This capstone project requires students to analyze their center's current maintenance operations and staff levels and develop a system for increasing productivity while limiting machine down time.

Requirements:

Maintenance Department Management

Center Maintenance Guidelines

Maintenance Tracking, Monitoring and Budgeting

Performance Standards and Accountability

Any two Supervisory Skills electives

Any one Human Resource elective

Any one Customer Service elective

Maintenance Productivity Capstone

Leadership and Operations Management (10CPL)

This course is the graduate course of studies specialty certification capstone project. A student must complete a total of 34 online courses and have achieved the three previous certifications before enrolling in this final capstone project. This capstone project is the final component to the overall graduate course of studies certification in the **Online Training and Management Certification Program**. Students review the lessons covered in the program and complete a series of final assignments helping them to develop a future plan for their center and themselves.



To learn more, be sure to visit BPAAs Bowling University Online at bpa.com.

✓ Promoting Sales Inside the Center (13150MS)

Opportunities come to a center every day, from inbound calls to customers on the premises. You will learn how to maximize inside sales opportunities by matching products to guests.

Course Lessons and Objectives:

Lesson 1 - Understanding the Importance of Product Knowledge

- Define what “inside sales” means.
- Recognize who is responsible for inside sales.
- State the benefits of product knowledge.

Lesson 2 - Matching the Product to the Guest

- Match your center's products to your guests.
- Recognize the characteristics for each Bowler Life Cycle bucket.
- Understand the features of your center's products.
- Share the benefits of your center's products with guests.

Lesson 3 - Correct Selling Techniques (aka Upselling/Closing)

- Move guests along the Bowler Life Cycle.
- Promote the right products to the right guest.
- Determine upsell opportunities.
- Initiate the Bowler's Boost.

✓ **Promoting Sales Outside The Center (13250MS)**

Students will learn best practices for creating sales opportunities outside the center, using telemarketing techniques and in-person meetings.

Course Lessons and Objectives:

Lesson 1 - Goal Setting

- Specify your current outside sales promotion activities.
- Manage supply and demand as it relates to your center's inventory.
- Establish future goals based on history and inventory.

Lesson 2 - Lead Generation

- Recognize an internal source of leads.
- Tap into existing resources to generate leads.
- Develop outreach efforts to promote sales outside the center.
- Generate leads through social media networking outreach.

Lesson 3 - Closing the Sale, Effective Strategies and Post-Event Follow-Up

- Decide the method of closing a sale based on the client/prospect and product.
- Utilize direct-booking tactics to effectively close a sale.
- Implement sampling strategies to help close more sales.
- Maximize sales by utilizing a post-event follow-up method.

✓ **Developing an Annual Sales Promotion Plan (13350MS)**

This course walks the students through increasing sales by maximizing existing customer relationships and developing tracking, booking and follow-up processes.

Lesson 1

- Take a long view toward planning your sales and promotion activities.
- Explain differences between strategic and tactical planning.
- Identify the common obstacles to staying on plan.
- Manage your inventory to maximize sales.

Lesson 2

- Complete a quarterly plan.
- Explain the connection between a quarterly and annual plan.
- Maximize your monthly planning sessions.
- Evaluate the results of your activities.
- Track your progress against annual goals.
- Organize sales efforts so that everyone knows the process.
- Set sales goals, using action plans, etc.

Lesson 3

- Complete a monthly plan.
- State the benefits of monthly planning.
- Analyze opportunities for a one-month period.
- Develop a one-month plan.
- Discuss how to use activities to move from plan to goal.

BPAA Existing Programs Summary

The BPAA offers convenient and flexible educational opportunities for member centers through the Bowling University training program. Students have the ability to create the learning path that best fits their needs through individual courses or certifications in the following specialized areas:

- ✓ Food and Beverage
- ✓ Marketing and Sales
- ✓ Facility Maintenance
- ✓ Leadership and Operations Management

Courses and training are also available for:

- Inside Sales
- Outside Sales
- Annual Sales Promotion Plan Development

For more information, visit bpaa.com