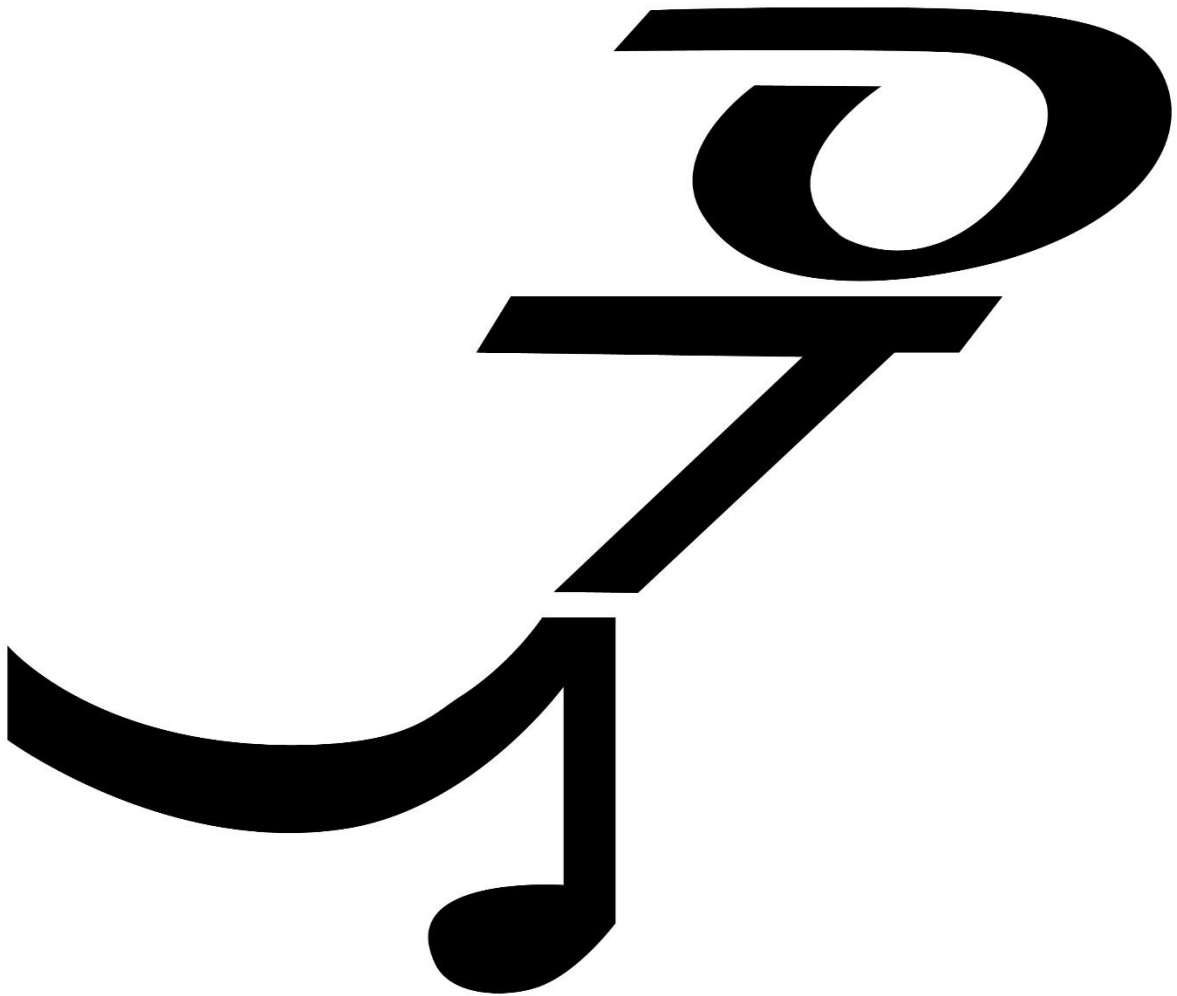


Customer Service Options



OTA: Initial Offering Proposal for Preschool and DEMO Day Options

*** The Demo Day / Preschools – Give Your Potential Partnerships and Customers a Taste**

There are a few documents on how you would approach initial programming with Nursery School Partners: **(AND DEMO Programs)**

1. OTA – General Games Outline
2. Sports Spectacular Program
3. SPARK Program
4. SPARK Games – Quick Reference

*Reviewing these resources are the best way to come up with a custom Demo Program.

***Note: Playing music during the demo is always a good idea. Kids this age love that feature.

SAMPLE Demo Program – Agenda (or PDC) OPTION 1

- Full on use the SPARK PROGRAM Outline
 - Super Hero Warm Up
 - Super Power Practice
 - Games Galaxy

SAMPLE Demo Program – Agenda (or PDC) OPTION 2

- Take a Sports Spectacular or Warm Up Game Approach
 - Warm Up: Animal Crawl
 - Skill: Ball Rolling and Throwing
 - Drill: Clean Up Your Backyard
 - Games:
 - Follow the Leader
 - Freeze Dance
 - Closest to the Pin – Toss/Roll
 - Paddle-Ball
 - Four Score

SAMPLE Demo Program – Agenda (or PDC) OPTION 3

- Take a Sports Specific Approach (FOOTBALL)
 - Warm Up: Speed Ball
 - Skill: Football – Running w/Ball
 - Drill: Relay Race w/Football Handoff – Up/Backs
 - Games:
 - Steal The Bacon
 - Touchdown Dance
 - Center Snap
 - QB Toss
 - Numbers Game (w/endzones)

SAMPLE Demo Program – Agenda (or PDC) OPTION 4

- Take a Traditional Sports Variety Play Approach (Soccer/Football/Lacrosse)
 - Warm Up: Animal Crawl
 - Skill: Soccer Dribbling
 - Drill: Penalty Shot
 - Games: Numbers Game (soccer)
 - Skill: Basketball Passing
 - Drill: Around the Wheel
 - Games: Numbers Game (basketball)
 - Skill: Lacrosse Scooping
 - Drill: Ground Ball-Hogger
 - Games: Numbers Game (lacrosse)

You may want to present to your contact options for what direction they would like to request for the Demo Day. If they don't have an opinion, you can go with your preference or whatever you would feel most comfortable running. Ultimately you must be able to match up the Demo Agenda with the proper equipment.

Impact Play: OTA T-Shirt Handouts

*Leave a mark. Handouts go a long way. Medals, Certificates, **and most importantly OTA Participant T-Shirts** are all investments in the youth programming experience.

1. Budgeting:

- Don't forget, building in the expense of a T-Shirt handout and passing that cost along to customers is considered an "industry standard"
- School Year Programs vs Summer Camps can impact the budgeting strategy
- Make note of how your competitors are implementing any T-Shirt Distribution

2. Sponsorships:

- Exploring partnerships with other organizations looking for an advertising outlet is worth investigating and can be a significant way to eliminate or reduce the cost of providing T-Shirts
- Arrangements should be very clear on cost, expectations, and duration of sponsorship commitment

3. Design and Text:

- First – be sure to follow trademark and copywrite rules when considering the use of any "design" or "copy"
- Have Fun – this can be a great way to create a flavor or a vibe for your brand
- Think of "local factors" that you might be able to work into a T-Shirt Design or Text
- Don't ignore the CLASSICS – OTA has created and produced some fantastic Participant T-Shirt Options over the years
- The "PLAY" shirt has been popular and effective marketing for both kids and parents
- The OTA Logo and "Little Guy" are easy to incorporate in a number of different designs and concepts

4. Distribution:

- Having a strategy and plan in place for making sure T-Shirt Handouts get to the right place and to the right customer (sizes) is so important to executing this customer service strategy

VERSION 4b

Overtime Athletics | T-Shirt Design | 052316



VERSION 1b

Overtime Athletics | T-Shirt Design | 052316



Testimonials – Gotta Ask, Gotta Listen!

***Requesting and Collecting Testimonials should be a regular function in the process of managing the business developing the brand.**

Testimonial (and Reference Strategy):

****Best method for gaining trust is demonstrating that someone else (who is in their same boat) already does.**

1. Every fall a testimonial document should be created for your business. The document should be current and detailed:
 - Who is the testimonial from specifically - name/town/organization/role.
 - It should include variety – parents, principals, PTA Reps.
 - It should be compiled based on emails, phone calls, surveys.
 - The document should be included in sales efforts with regards to packets and be in an emailable format.

2. Each school year, Franchise Owners should have a “reference sheet” put together that lists 3 partnerships/contacts that can be references for OTA.
 - Must seek approval from these contacts.
 - Reference List should be detailed – name, school, position, email address, phone number, and blurb about relationship history with partnership.
 - Important to have a significant conversation about what we are looking for in a reference and really make sure this is a contact that believes in OTA and would go to bat for OTA.

3. One of the three Contacts in the reference “pool” should be asked to write a 1-page recommendation letter about the OTA Director AND the OTA Program.
 - This should be something that is on file for your business and available for sales packets and email attachments.

OTA Cheers and Chants: The Exclamation Point!

*Creating a HIGH ENERGY and POSTIVE environment is so important to cultivating the Overtime Athletics Brand. Our Mission Statement's Goals – To Give HIGH FIVES (both in philosophical and tangible ways) helps us create that program environment that staff and kids both thrive in and look forward to.

**Cheers and Chants can also assist in this pursuit. Before a class starts, and/or at the end of a program or camp, are both opportunities to “put hands in” or “hands up” for a kickoff or closing CHEER or CHANT.

***Here are some options to consider:

OTA Cheer: “What Time is It!?”

Leader: "What time is it?"

Kids: "Overtime!"

Leader: "Who's the best?"

Kids: "We're the best!"

Leader: "Ready to shine?"

Kids: "All the time!"

Leader: "Together we play, together we win!"

All Together: "Overtime Athletics, let the fun begin!"

OTA Chant: “What Do You Say!?”

Leader: “O-T-A”

Kids: “O-T-A”

Leader: “What do you say?”

Kids: “O-T-A!”

*can add hand motions for “O”, “T”, “A”

OTA Cheer: Pump it Up!

Leader: “Pump, Pump, Pump it Up! Keep that OTA Spirit Up!”

Kids: “Keep that OTA Spirit Up!”

Leader: “Shake, Shake, Shake it Out!”

Kids: “Shake, Shake, Shake it Out!”

Leader: “OTA Gets Us Loud!”

Kids: “OTA Gets Us Loud!”

Leader: “Way, Way, Way Up High!”

Kids: “Way, Way, Way Up High!”

Leader: “Give a Big... OTA High Five!”

Kids: “Give a Big... OTA High Five!”

All together: “WHOOOOOOO!”

The OTA “Good Game/Good Game” HIGH FIVES LINE

- Every kid that has ever played on a rec team understands the post-game sportsmanship “Good Game” Line Up
- OTA Instructors at the end of classes can split up the group into two lines (doesn’t really matter who is in what line, but if the class ended with an activity between two teams, it would naturally stand to reason to use those two groups in each line)
- The two lines will walk past each other with each kid saying, “Good Game” AND giving a HIGH FIVE to the person they are passing by until they get through the entire line of kids
- Instructors should emphasize the HIGH FIVE being as high up as the kid can extend their arm