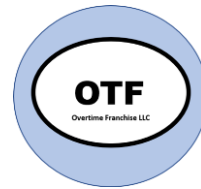




“Service
is King”



OTA Programming – Keeping Your Eye on the Ball!



OTA SPOTLIGHT – The Service Priority

The second Overtime Athletics loses sight of what the “bottom line” is for our participants, will be the moment we lose our standing as a leading provider of youth athletic programs.

That “bottom line” for kids and families are SMILES.
Put another way, **PROGRAM SATISFACTION.**

In this business, “Service is King” and owners that excel in the OTA Franchise Network never lose sight of that.



WHY is SERVICE KING?

Reality Check!



FIRST
IMPRESSIONS



WORD OF
MOUTH



CUSTOMER
RETENTION



BRAND
REPUTATION

First Impressions:

In youth programming, customers (parents) often approach registration as an opportunity to “test” an organization, their service, and their programs.

Word of Mouth (and relationships):

In youth programming, the vehicle by which organizations can achieve new heights are references and recommendations. But Franchise Owners must recognize “word of mouth” can work both ways. Research shows customers are more likely to share negatively about a service than they would positively about a service.

Customer Retention:

In youth programming, you never want to be a “one-hit-wonder”. Providing high quality AND **consistent** programming experiences is so important to growth.

Brand Reputation:

In youth programming, as a community partner, there is no bigger impact on a youth programs organization and business than reputation.

How to Achieve Program Satisfaction

1. FUNDAMENTALS



You can practice shooting 8 hours a day, but if your technique is wrong, then all you become is very good at shooting the wrong way. Get the fundamentals down and the level of everything you do will rise. – Michael Jordan



Winning starts with a complete command of the fundamentals. – Jesse Owens



What people don't realize is that professionals are sensational because of their fundamentals. – Barry Larkin

How to Achieve Program Satisfaction

FUNDAMENTALS

The FUNDAMENTALS of OTA's
SERVICE include:

“Be a Pro” – Organized Program Set Up

- Accurate Registration / Prepared Attendance Sheets / Proper Coach-Participant Ratio

“Be Ready” – Prepare and Follow the OTA Program Format

- Apply OTA Curriculum / Prepare OTA Programming Day Card

“Be Good Looking” – Uniform and Equipment Readiness

- Instructors in OTA Uniforms / Instructors using proper and working Equipment
-

How to Achieve Program Satisfaction

FUNDAMENTALS

The FUNDAMENTALS of OTA's
SERVICE include: (Cont.)

“Be Reliable” – Scheduling and Punctuality

- Consistent Instructor Team / Coaches on Time

“Be in the Moment” – Polite and Enthusiastic

- Friendly / Have Fun / Give High Fives

“Be in Charge” – Provide Supervision and Lead the Program

- Follow the OTA Program Format / Organized Transitions / Safe / Teach / Execute Dismissal
-

How to Achieve Program Satisfaction

2. TRAINING



Training is the secret weapon of successful organizations. – Unknown



Training is not an expense, it's an investment in the future success of your business. – Unknown



The success of your business depends on the quality of its employees, and training is the key to improving that quality. – Unknown

How to Achieve Program Satisfaction

TRAINING

Be sure to “check all the boxes”



Identify Talent



Welcome New Hire to the Team



Support through Onboarding and Training



Don't take Training Shortcuts



Make sure Coaches know their
Job Description



Make sure Coaches know OTA's
Program Goals



EVALUATE and ENCOURAGE



Be Interested in Your Team of
Coaches (build a supportive culture)

How to Achieve Program Satisfaction

3. COMPETE



If you don't take care of your customer, your competitor will. – Bob Hooley



There are no traffic jams along the extra mile. – Roger Staubach



Do what you do so well that they will want to do it again and bring their friends. - Walt Disney

How to Achieve Program Satisfaction

COMPETE

Go the Extra Mile

Give 110%

Exert Maximum Effort

PLAY

(Games and Scrimmages)

Put participants in a position to succeed and have fun.

Provide those game-time winning moments that create memories and build confidence.

CARE

Be detailed and precise in set up of playing area, fields, courts, and games. Everyone notices!

Have respect for host sites and partnering organizations. Be a good guest and leave areas neat and clean.

GIVE

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.

One Last Thing... is your Territory running “Blow-Out” Classes?

The BLOW-OUT Class!

Definition:

A class so good and so well received by kids and parents alike that OTA becomes the “talk of the town”.

The “OTA WAY” has been built to achieve the highest results possible in youth programming, defined by total program satisfaction.

Our mission of GIVING HIGH FIVES is the guiding principle for achieving our goals and ultimately running “*Blow-Out*” Programs!