



REGISTRO PROFESIONAL
DE TENIS

TENNIS DIRECTOR

Managing your Business



REGISTRO PROFESIONAL
DE TENIS

Mission and Vision

Introduction

Business
Mission and
Vision

Personal
Mission and
Vision

Business Mission & Vision



Mission Statement.



Communicates both the purpose and values of your business.



Vision Statement



Defines the businesses' purpose and primary objectives.

Business Mission Statement

Our mission is to lead by example through a commitment that empowers the organisation at every level to strive for the highest levels of quality, customer care and value for money.



Corporate Mission Statement

"eBay's mission is to provide a global trading platform where practically anyone can trade practically anything."

Corporate Vision Statement

"To bring inspiration and innovation to every athlete*in the world"

* If you have a body, you are an athlete.



Personal Mission & Vision

Mission statement

Defines your purpose

Vision statement

More emotional

Personal Mission Statement

Examples

I will live each day as if it were my last, building relationships that last a lifetime, focusing first on my family and second on my friendships.

I live to create, build, nourish and grow. I will live life within the constraints that are acceptable to me. I will never live life under the control of values that are not acceptable to anyone but myself.

I will never fail in my mission to succeed.

I will never quit in my desire to achieve.

What is your Mission Statement?

A solid blue vertical bar runs along the left edge of the slide.

My Mission Statement

Personal Vision Statement

Examples

Personal development is neither easy nor quick; it is filled with resistance, temptation, & discomfort... so I am resilient; I am self-disciplined.

Everyone is going through the same challenge of realising their best so I am compassionate; I am critical but understanding; I am encouraging without excuses with others and with myself.

My life is my message... there will be obstacles and failures; I will learn from mistakes; I am honest about the difference between who I am and who I want to be; I continuously seek awareness of this and work to align myself with my vision of becoming the best I can be

What is your Vision Statement?

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My Vision Statement

RPT

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DEVELOPING YOUR PERSONAL BRAND

Introduction

- Your personal brand is what separates you from everyone else in the world.
- The first step to creating your personal brand is to organize your thoughts and create your personal brand vision.
- This is the way you want yourself to be perceived by others and also how you want to live your professional and personal life.

Developing your Personal Brand

- Determine and Develop your USP
- Identify your goals
- Organise or Reorganize your priorities
- Making the most of your time
- Attention to detail
- Update your resume
- Become a social networker
- Build your own website
- Blog
- Get published
- Real life actions
- Manage your social media presence
- Review your brand frequently
- Developing a brand on a small budget
- How long does it take to develop a brand
- Success

Determine your USP

Spend some time thinking about what makes you different than your peers -- your strengths, your passions, and your goals.

If you left your job today

- what would you're the people you work with miss?
- what would the people you coach miss?

Know who you are, as well as who you are not.

Tips to develop your USP

Start by taking a look at the personal brands of people you admire

Ask others what advice/job/guidance they specifically come to you above all others for.

What makes your heart sing?

Establish your purpose.

Recognise and list your values and ensure that they are reflected in your USP and personal brand.

Identify your Goals

Where would you like to be in:

- Six months?
- One year?
- Five years?
- Ten years?

Defining your goals is critical to help you plan and manage your way to success.

Organise or Reorganize your priorities

Identify the most important things in your personal life

Identify the most important things in your professional life

Prioritise

Ensure there is a balance

You're probably used to putting yourself behind your company, co-workers, and clients.

You still want to be loyal to these groups, but be loyal to yourself, first.

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Making the most of your Time

1. Make a “to do” list each day.
2. Set your priorities.
3. Avoid perfectionism.
4. Question everything.
5. Welcome tension.
6. Avoid clutter.
7. Fight procrastination.
8. Monitor interruptions and distractions.
Put margins in your calendar for unexpected people, but don't get distracted.

Pay attention to the details

Everything you do ultimately contributes to your personal brand.

Once your brand has been defined, make sure you pay attention to the details

- the way you dress
- your body language
- how you behave with co-workers and those you coach
- the emails you write
- your social media presence

Update your resume

Go through your resume to determine it is in line with your brand.

Ensure that your resume accurately defines who you are

Make sure it is in line with both your short-term and long-term goals

Confirms your personal vision

Become a social networker

Set up accounts at social networking sites such as

- Facebook
- Twitter
- LinkedIn
- Instagram

Ask those in your target audience to subscribe to your pages, and update on a daily basis.

Make sure your updates are consistent with your branding message.

Become a social networker

Focus on what you want to achieve

Choose the right social media platform

Assess costs, resources and benefits

Integrate social media into your marketing plan

Measure, review, revise

Essential points to make social media work for you

Build your own website

If you don't have a website, get one!

- Your website should highlight:
- your professional accomplishments
- your skills and knowledge
- what you stand for
- and your overall image

Make it primarily about you, not your company, club or coaching business

This is your personal brand

What your website needs to do?

Your website needs to give an idea of exactly what your business does.

For many customers, your website will be their first port of call

Giving your customers quick access to the answers will improve your customer service

Including an online shop on your website is a cheap and easy way to target new markets

Keep your website's content fresh.

Write short articles every few days on news and announcements from your industry

Blog

Platforms like WordPress and Tumblr make it easier than ever to promote yourself to your target audience.

Commit to posting weekly on topics that your audience will find:

- Interesting and educational
- Highlight your knowledge and experience
- Relate it to your unique skills
- Use it to confirm your philosophy and vision

Get published

Word	In the declining world of the published word it is still important to try and get your views, ideas and expertise published.
Write	Write a book
Contribute	Contribute to industry publications
Create	Create your own newsletter
Blog	Consistently Blog
Update	Update the content on your own website
Being	Being published is an ideal way to promote yourself as an expert in your field.

Real life actions

Be sure to promote your brand in person, too

- Join and participate in industry groups
- Give talks at conferences
- Work with your sponsors
- Attend conferences
- Network

Manage your social media presence

Be sure to keep co-workers, colleagues, clients, and friends updated about what you are doing

Be consistent with your brand

Differentiate between your personal and professional social presence

Your comments are your image

Can you trust yourself, can you trust your 'friends'

Build your network

Constantly manage your presence

What the people in your network say about you will ultimately have an effect on your brand, good and bad

Review your brand frequently

Are you portraying your brand in a way that's concise and easily understood?

Is your brand message consistent among all platforms?

A regular review will ensure your message remains clear

Developing a brand on a small budget

The development of a strapline or mission statement that succinctly conveys your message.

Design needs, such as a logo, business stationery and product packaging.

Your advertising and promotional materials

You don't need to do everything at once.

How long does it take to build a brand?

It will probably take you years to build up a strong and widely-recognised brand

Try to think of a memorable and meaningful trade name

Create a logo.

Develop a corporate image

Ensure that all your products and services are reliable, compatible and of a good standard

The time it takes to build a brand is the time it takes your customers to accept your brand values.

Success

If you want to be successful, creating a personal brand isn't just an option, it's a necessity.

Whether you aspire to get that promotion or land your dream job, creating a compelling and consistent brand will help you meet your goals



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WRITING A BUSINESS PLAN

WRITING A BUSINESS PLAN

Create a Mission Statement

- outline your objectives

List your team/staff

- highlight their experience and strengths

Market Summary

- show the Past, Present and Future of your market and explain the effect they have on your business

Opportunities

- list the opportunities that are available to you

Business Concept

- summarise the key elements of your business

WRITING A BUSINESS PLAN

Competition

- show your competition and a comparison to your own business

Goals

- outline your goals and objectives for your business over the next few years

Financial Plan

- draw up a financial plan defining the key aspects of your predicted sales and profits

Resource Requirements

- list exactly what you will need to reach your potential

Risks and Rewards

- show the risks that you are willing to take and the rewards that you expect to gain.



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MARKETING

MARKETING

WHAT IS MARKETING?

“The management process responsible for identifying, anticipating and satisfying customer requirements profitably”

“Marketing is what that makes the sales team obsolete”

MARKETING STRATEGY

There are 2 parts to a Marketing Strategy

The things you can control

The things you can't control

MARKETING

The things you can control

- Quality
- Price
- Programme
- Calendar

MARKETING

The things you can't control

- Technology
- Culture
- Politics
- Economy
- Demographics

MARKETING MIX

The things you can control are generally know as the “4 P’s”

- Product
- Price
- Place
- Promotion

Collectively they are know as the marketing mix.

PRODUCT

What is your product ? What are you selling ?

- Coaching
- Tournaments
- Competition
- Membership
- Health
- Activity
- Social opportunities

PRICE

How do you work out your pricing ?

- Competition
- Comparisons
- Costs
- Profit requirements
- Local indicators or disposable income

PLACE

CLUB

PARK

SCHOOL

OTHER

PROMOTION

Advertising

Discounts

Multi-buy options

Free gifts/offers

MARKET SEGMENTATION

You must be able to identify or in some way measure the segments of your market.

This means being able to split your target markets into smaller groups.

You must be able to reach the people in it, it must be accessible to you.

It must be big enough to be worthwhile.

It must be meaningful.

TARGET GROUPS



To be able to create a marketing plan you will need to identify your target groups. Two simple groups to get started are



Those that already play tennis



Those that wish to take up tennis

WHY DO PEOPLE PLAY TENNIS

Age

- Junior
 - Mini red
 - Mini orange
 - Mini Green
 - Yellow ball

Adults

Ability

- Beginner
- Intermediate
- Advanced
- Competition

Reasons for playing

WHY DO PEOPLE PLAY TENNIS

Knowledge

Achievement

Respect and Self esteem

Recognition

Social

Fun

Fitness

Health reasons

**PEOPLE THAT
DON'T PLAY
SEGMENTATION**

Age

Other sporting interests

Other social interests

Health

Social

Catchment area

CHARACTERISTICS OF A GOOD MARKETING PLAN

It is specific

It is measurable

It has a specific duration

It is flexible

It has accountability

BUILDING A MARKETING PLAN



Understand the products



Understand the market



Be specific



Establish communication route

GETTING THE MESSAGE OUT

Communication Routes

Website

Social Media

Print

Banners

Distribution routes

MARKETING & ADVERTISING

Putting the plan into action

- How ?
- When ?
- How long for ?

ADVERTISING

- To announce new products
- To expand the market
- To announce price changes
- To explain changes to a product
- To invite enquiries
- To test a media vehicle
- To challenge competitors
- To remind people
- To promote
- To sell

GENERATING A RESPONSE

To announce new products

To expand the market

To announce price changes

To explain changes to a product

To invite enquiries

To test a media vehicle

To challenge competitors

To remind people

To promote

To sell

GENERATING A RESPONSE

It is essential that you try and build in a response mechanism to your advertising

Free Gift

Discount

Limited Numbers

Time Frame

ADVERTISING

Where to Advertise ?

When to Advertise ?

Make your Advert stand out

One off or Continuous

Monitor your advertising response

MARKETING BUDGET



How much should be spent



What do you want to accomplish?



What are the goals?



Are you spending enough?

EVALUATING THE PLAN



Be prepared – no surprises



Control mechanisms



Keys to success

KEYS TO SUCCESS



Customer satisfaction



Company image



Clearly distinction



Unique strategy, consistent with the circumstances



Technological progress

10 TIPS TO CREATING A MARKETING PLAN

Market – Past, Present and Future – explain the effects that the market has on your business

Product Definition – clearly define exactly what your product is

Competition – provide an overview of your competition

Positioning – show a comparison with your competition and outline how you will position your business against that of the competition

Communication Strategy – analyses your market segments and the demographics of your area and explain the different ways you plan on communicating with these targets.

10 TIPS TO CREATING A MARKETING PLAN

Launch Plan – if you are starting on a set date outline your plan to make the launch

Public Relations – identify the which public relations mediums you are going to adopt and how you are going to execute a PR campaign

Advertising and Promotions – outline what advertising avenues you plan to use and what budget you will allow for this.

Pricing – clearly explain your pricing policy

Monitoring and Evaluation – explain how you are going to monitor and evaluate your overall marketing plan.



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SPONSORSHIP

SPONSORSHIP

The key factors behind the growth of sports sponsorship as a serious marketing tool are:-

The rising cost of traditional advertising

The limited availability of media that provide coverage of many of the most important sub-groups within the community

The increasing attention given to sports by both the media and the public

The value of a youthful audience particularly to marketers involved in building a long term brand loyalty for their products

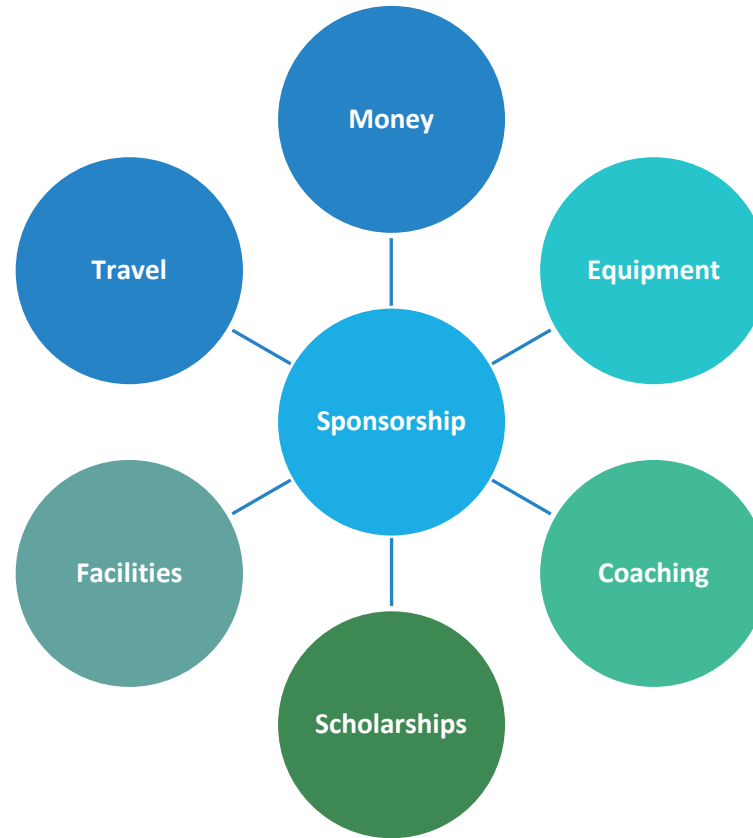


SPONSORSHIP

Sponsorship is where a company provides support, usually in the form of money or material assistance for an event, team or individual sports person.



TYPES OF SPONSORSHIP



MONEY

Money is the most common type of sponsorship, but it is not the only way support can be given.

Money will enable the individual or team to train full-time, as it covers the expenses of day-to-day living.

KIT AND EQUIPMENT



Expensive kit or equipment may be necessary.

If it is provided, it will help the individual or a team compete.



FACILITIES

Access to specialist facilities is often provided so that the team or individual may train and play in the best environment possible.



COACHING

Top coaching may be provided to help improve a team or individual.

This may also include other important specialists for example, dieticians and physiotherapists.



TRAVEL

An individual may be given a car to use, to help with daily travelling to train and compete.

COST CUTTING

- Print costs
- Website
- Marketing – joint initiatives

SPONSORSHIP BENEFITS

Providing support for sport gives the sponsor a number of very important advantages:

Media Coverage & Advertising

The sponsors are linked with success and popularity and as a result, the opportunity for media coverage and advertising can be vast.

Their product is seen more and so the company will sell more.

Image

The link with sport gives a product a positive image, raising its profile. The company will benefit by selling more products and making more profit.

Reduced Tax Payments

DISADVANTAGES FOR SPONSORS

By providing support the sponsor is taking a risk, which could be disadvantageous:

Performance

If the team or individual does not perform well, the company will now find that it is linked to less success, which is bound to negatively affect the sale of their products.

Reduced Media Coverage & Advertising

Sponsored teams and individuals who do not perform well will also result in a reduction of media coverage and the associated advertising, or negative coverage.

Negative Image

Poor behaviour by individuals, teams or the supporters could result in the company developing a negative image. Once again this could affect sales and so profits.

ADVANTAGES of SPONSORSHIP FOR SPORT

Sponsorship is vital to sport, because of the money it brings in it can help in many ways:

- Full Time Training & Competing
- Developing Talent
- Reducing costs for players
- Reducing expenses for coaches and clubs
- Expand the programme

POTENTIAL DISADVANTAGES FOR SPORT

All sponsors want something in return for the support they provide.

It may just mean putting the name of the product on kit or in the programme, but it is often more complicated!

Being forced to wear a certain type of footwear, which could then create problems.

Short-term contract, which does not provide long-term security.

Pressure to Perform

Sponsors usually want to be linked with success and if a team or individual is suddenly not performing well, the support may be withdrawn. The media will cover the whole event, but will often focus on any negative incidents that occur



ATTRACTING SPONSORS

COMPANY RESEARCH

How old is the company?

What is their product range?

Do they own any other companies?

What products do they have?

What advertising and marketing are they presently involved with?

Are they involved in sport?

Have they previously been involved in sport?

Are they involved in any kind of sponsorship?

What do they perceive to be their target market?

What do you think they would want out of a deal?

**BE IN THE
KNOW!**

Know

what you want

Know

who can give it to you

Know

how to get it

NEGOTIATING THE DEAL

The Game Plan

Pre Match Preparation

Warm Up

Rally

Go for the winner

Cool Down

IDENTIFYING SPONSORS



PROGRAMME SPECIFIC



MARKET SPECIFIC



CALENDAR SPECIFIC

SPONSORSHIP EXPOSURE

How old is the company?

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SPONSORSHIP EXPOSURE

YOUR COMPANY NAME COULD APPEAR HERE

Coaching Brochures

Press Releases

Letterhead

Sleeve Badges

Clothing

Social Media

Court Banners

Plus more.....

SPONSORSHIP VALUES



HOW MUCH TO
ASK FOR



HOW MUCH IS
IT WORTH



WHAT TO
OFFER



WHEN TO
WALK AWAY

EVALUATING SPONSORSHIP DEALS



Monitoring systems



Assess impact



Value for money



Measure exposure



Report back to sponsor

SPONSORSHIP



Why you need sponsors



What are you going to offer in return



Promise and deliver



Monitor and review



Feedback



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GOAL SETTING

Goal Setting



Goal setting is an important method of:



Deciding what you want to achieve in your life.



Separating what's important from what's irrelevant, or a distraction.



Motivating yourself.



Building your self-confidence, based on successful achievement of goals.

Balanced Goals

It is important to balance your goals for a balanced life

- Professional
- Personal
- Financial
- Social

Professional	Personal	Financial	Social
1	1	1	1
2	2	2	2
3	3	3	3
4	4	4	4
5	5	5	5

Balanced Goals

Professional	Personal	Financial	Social
1	1	1	1
2	2	2	2

Top Two

Priorities

Priorities	Area
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	

S	Specific
M	Measurable
A	Attainable
R	Relevant
T	Timely
E	Evaluate
R	Re-evaluate

SMART(ER)

Breaking down your Goals

Long

Medium


Short

- Monthly
- Weekly
- Daily

**WINNING
NEVER
GROWS
OLD.**

ROGER FEDERER





Targets

HERE LIES A
LAZY BUM

YOU FINALLY GET TO LAY
IN ONE PLACE AND NOT
MOVE AT ALL, LIKE YOU'VE
ALWAYS WANTED

HERE LIES JESS
WORKAHOLIC
EXTRAORDINAIRE

HERE LIES SOMEONE
HUSBAND, FATHER, SON,
DAUGHTER, MOTHER,
AND OR WIFE.

Personal Performance

- What makes people successful?
- Give your life a purpose
- Leave a legacy





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