



# **Sales Manual**

## CLIENTS

### Strategies:

- Demonstrate respect and professionalism
- Demonstrate appreciation for the client's position
- Display genuine passion
- Listen and take time

### Selling Points:

- PSB is run by experienced and knowledgeable former players and coaches.
  - Highlight your background
- PSB has been successful in Charlotte, NC and Denver, CO for almost 10 years.
- PSB has sent more than 50 players to college to play.
- PSB has seen our values and practices work for young kids and older kids.
- PSB connects good people with good people.
  - We understand that basketball is a vehicle to teaching life lessons...this is our primary focus.
  - We have strong beliefs and values and we stick to them even when it's easier not to.
- We are genuine in our mission and vision.
- We treat everyone fairly and with respect.
- We understand that we are not perfect.
  - We hold ourselves accountable as well.
- Our programs and events are focused on having fun and getting better.
  - We strive to make every camp and clinic challenging, informative and fun.
  - All of our camp and clinic coaches come with a wealth of playing, coaching or teaching experience.
  - We hold all of our camp and clinic coaches to a very high standard.

### FAQ's:

#### What is different about PSB Select teams?

- Different mentality towards basketball
  - We are not a cut throat, win-at-all-cost kind of organization
  - We are not a recreational, everyone-gets-a-trophy club either
  - We teach kids life lessons through basketball
    - FOCUS - Fun, Overcome, Compete, Unity, Sacrifice
  - We are not trying to travel the country to win 5th grade national championships
  - But, we do stress the need to be tough and competitive
- Responsible Leadership
  - We work as hard as we can to find good, experienced, reliable coaches to act as mentors for our players.
  - We invest a great deal of time and energy into training those coaches to make sure we have a constructive and beneficial season

- Professionalism
  - Pro Skills is run with the highest level of organization and professionalism as any club in the country.
  - We invest in customer service, secure online registration, customer surveys, an easy to use website.
  - We realize that parents are extremely busy and it is important for us to provide the reliable services that we have committed to.
  - Scheduling - We are where we say we are going to be! If we are not, we will communicate with adequate advanced notice.

What does the team fee cover?

- Coaches payments, Coaches apparel, and equipment
- Gym rentals
- Customer service personal
- Tournament entry fee
- Insurance coverage
- Web-site maintenance
- Secure Registration software
- Credit card processing

What are the focus of camps?

- PSB camps are all about having fun and getting better
- We combine learning with competitions and fun drills
- Kids will come to camp at different levels. Some will be behind others when it comes to their basketball skills. That's ok!
  - We want kids to leave thinking that they have learned something new and improved on things that they were not good at at the beginning of the week.
  - Every player can improve on something.
- Create an atmosphere of inclusivity at camp.

How long is a PSB Select season?

- The spring/summer season runs from March through July
- The fall/winter season runs September through January
- If a player makes the team in March, he or she is guaranteed a spot on that team (should there be a team) for the entire year.
- Teams are reset to zero at the end of January

Who is going to be the coach of the team?

- Searching for good, experienced people
- You will need to build trust with your clients that no matter what coach they have, they know he/she will be a PSB type of coach.

Can my child play on a team with his friends?

- We can not guarantee that any two players will be on the same competitive team.
- We hold tryouts and give everyone a fair chance at making any team.
- At camps, kids are divided by age during stations and games. If kids would like to change groups or teams, they may approach the camp director and ask. If possible, kids can put them with their friends.

Why do you have practice players?

- This can be a sensitive topic for some clients. Many take advantage and see the benefits. Others are offended and think that it is mean to the kids.
- Help parents see the benefits
- Tell stories of practice players that have gone on to make the team next year.
- Do not put pressure on them to accept the position.

Why do two teams share one court?

- This is done for a couple of reasons:
  - Limited gym space
  - Make sure we have 10 (enough to play) at practice
  - Create an atmosphere of competition between two teams.

## POTENTIAL COACHES

### Strategies:

- Demonstrate respect and professionalism
- Demonstrate appreciation for the coach's concerns and questions
- Display genuine passion
- Listen and take time
- Show appreciation for their time

### Selling Points:

- We pay
  - \$200-\$300/camp for a summer camp coach (amounts vary depending on price and length of camp)
  - \$200-\$350/month for a PSB Select team coach
  - \$100-\$200/camp for Holiday camp coach
  - \$40-\$60/clinic for a clinic coach
  - \$500-\$800/week for camp director
  - Amounts depend on market size and will be determined by PSB corporate office with input from the Director.
- Want to take all the BS off your plate
  - Want you coach and communicate with parents
  - Take the little things out, ie setting up tournaments, setting up practices schedules.
  - Supply apparel and equipment
- Sell PSB vision and beliefs
- Get you back to basketball
- Opportunity to network with other coaches and parents
- You will become a better coach
  - We have coaches meeting to go over philosophies and strategies
- Work with great people with shared values
  - Look to put a solid team of quality people
- Don't ask, tell what it entails

### Timeline

- Initial contact with the coach
  - Can be email, phone call, text, etc. a few months before the season starts.
- In person meeting that serves as an interview for both sides.
- Follow-up after the meeting with thoughts, answers to coach's questions, official ask to coach.
- If they agree, get a FIRM commitment and keep in touch until the start of the season

## Facility Managers

### Strategies:

- Demonstrate respect and professionalism
- Demonstrate appreciation and understanding for the manager's concerns.
  - This is VERY important when trying to secure gyms
  - Facilities run a great risk by letting people use their gyms.
- Display genuine passion
- Listen and take time
- Show appreciation for their time

### Important talking points:

- "Who can I talk to about possibly renting gym space"
- "We are a local, youth basketball organization"
  - Emphasize that you are LOCAL
  - Emphasize that you are a youth organization
  - You are trying to help kids in the community
- Understand the risk
  - "We will provide you with a certificate of liability insurance"
  - "We can pre-pay for our usage"
    - Many people that do what we do are not reliable when it comes to payments and facility directors are very wary of this...especially AAU basketball!
  - "We will take care of the gym like it is our own"
    - Our competitors may let their kids run crazy all over a facility and not pick up trash or not lock the doors. We do not.
- "I'm look for two nights a week anytime between 6:00 and 9:00"
  - Give them a specific ask. **Never be vague or show uncertainty! It makes it appear that you are unorganized or not in control of your business.**
  - They may think you are looking for something in the afternoon or weekends.
- Go in with a game plan
  - May facility directors do not want more added to their plate. Be prepared to meet some resistance and have a plan to handle it.
  - If possible, research a facility and find out who you need to talk to beforehand.
  - Research through your network and see if anyone has a connection to that facility that may be helpful, e.g. one of your players is a member of the church or goes to that school, one of your coaches plays pick-up at that rec center and knows the manager, etc.
- Pro Skills Basketball does have a non-profit arm that can be used to get a lesser rate on facility rental fees.

