



# 2022 NSCA *NATIONAL* CONFERENCE

July 6-9, 2022 | New Orleans & Online  
#NSCACon22

› *KNOWLEDGE*  
› *ADVANCEMENT*  
› *COMMUNITY*



# *The Business of Team Training*



Parisi Speed School Master Coaches: John Cirilo | Chad Coy  
*The Business of Team Training*

2022 NSCA  
NATIONAL

# ***CONFLICT OF INTEREST STATEMENT***

I have no actual or potential conflict of interest  
in relation to this presentation.



**John Cirilo**  
Master Coach  
Team Training Director



**Chad Coy**  
Master Coach  
Owner: Parisi Speed School COMO

A grayscale background image showing a basketball game in progress. Several players are visible on the court, with one player in the foreground appearing to be in motion, possibly shooting or passing the ball. The court has visible lines and a basketball hoop in the background.

# *Market Analysis*



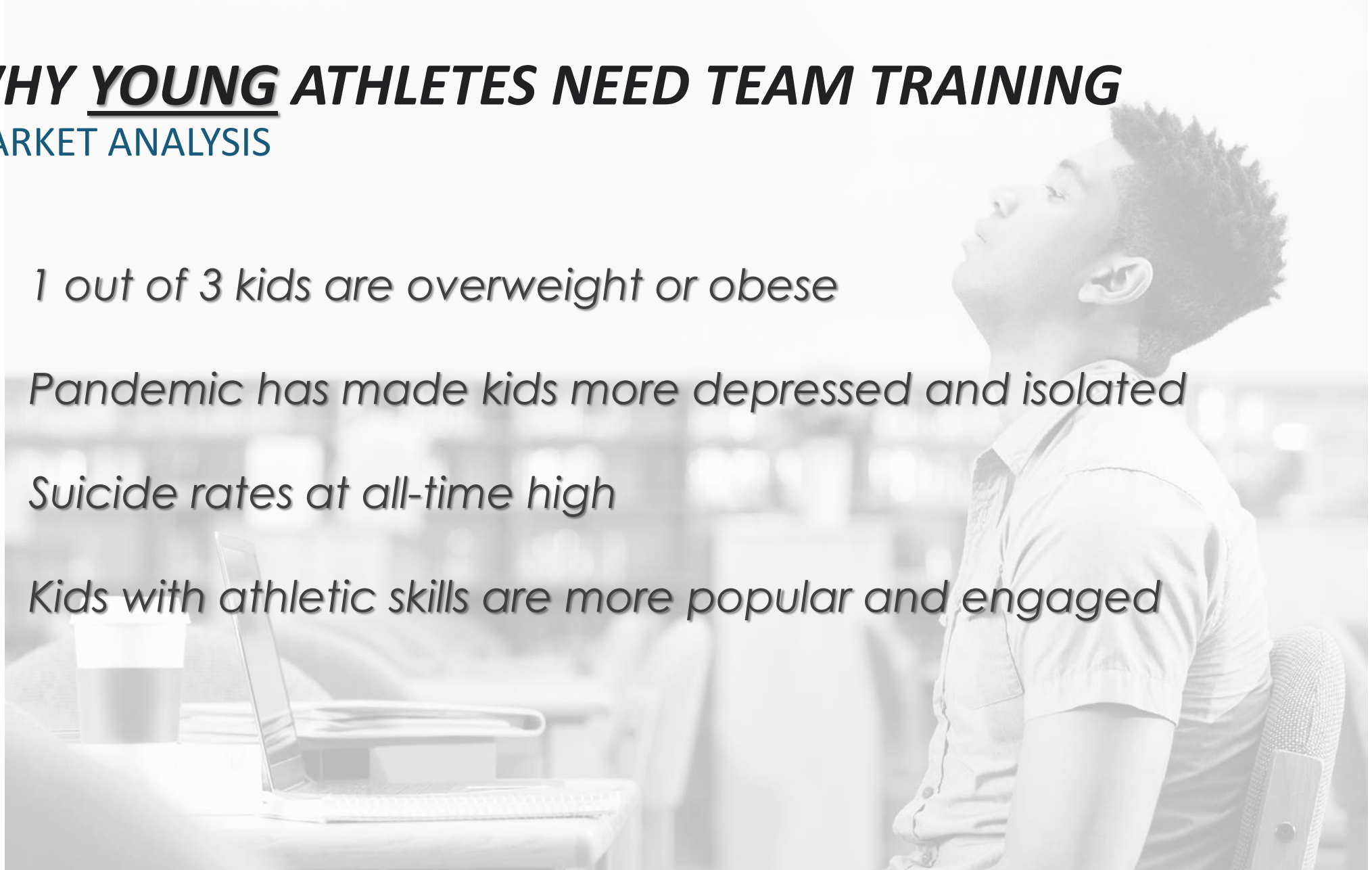
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# **WHY YOUNG ATHLETES NEED TEAM TRAINING**

## MARKET ANALYSIS

- 1 out of 3 kids are overweight or obese
- Pandemic has made kids more depressed and isolated
- Suicide rates at all-time high
- Kids with athletic skills are more popular and engaged



# **WHY COACHES NEED TEAM TRAINING**

## MARKET ANALYSIS

- 75% of athletes drop out of sports by High School because they lack the needed physical attributes and/or self-confidence
- 3.5 million sports-related injuries – 70% are non-contact (connective tissues)
- Team athletes are more inclined to respond to a professional in the field opposed to their sport coach
- Most coaches want their players to hear a different voice in the off-season

# **WHY COMMUNITIES NEED TEAM TRAINING**

## MARKET ANALYSIS

- Kids who compete in sports have higher self-esteem
- Team sports events bring communities together
- Increased scholastic engagement from parents and kids
- Team sports training helps eliminate class and racial barriers

# **WHY TEAMS NEED TEAM TRAINING**

## **MARKET ANALYSIS**

### **Defining Self-Esteem**

- *Having a sense of belonging (being apart of a team)*
- *Developing greater competency which leads to increased confidence*
- *Greater sense of self worth and accomplishment*
- *Improve injury resiliency*
- *Increase chances of winning*

# YOUTH DEMOGRAPHIC IS A HUGE MARKET OPPORTUNITY

## MARKET ANALYSIS

**40**  
Million

Kids participating  
in organized  
sports

**6.1**  
Million

Kids in health clubs

**4.1**  
Billion

Dollars spent on  
youth private  
coaching and  
instruction for  
them yearly

**26,767**

US High Schools

**87,498**

US Elementary  
Schools



# ***HOW DO YOU MEASURE POTENTIAL?***

## MARKET ANALYSIS





# *Challenges* *Are you paying the “Dumb Tax?”*

# ***BUSINESS SYSTEMS***

- *Do you have the business acumen?*
- *Do you know how to attract the youth market?*
- *Do you leverage updated training research?*
- *Do you have a step-by-step process for success?*

# **BRAND AWARENESS**

- *Do you have a reputation that earns respect?*
- *Does the community know you and what you do?*
- *Do they trust you?*



# *Business Model Structure & Processes*

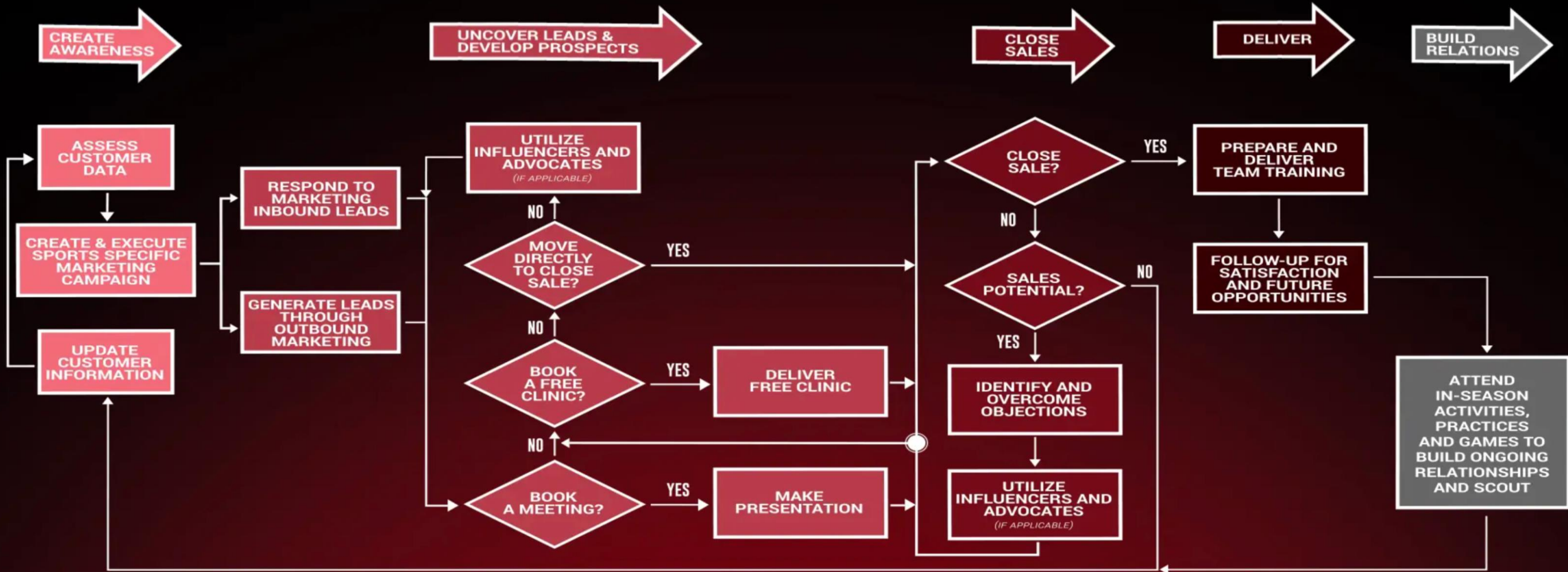


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# UNDERSTANDING THE PHASES

## OF THE TEAM TRAINING MARKETING AND SALES PROCESS

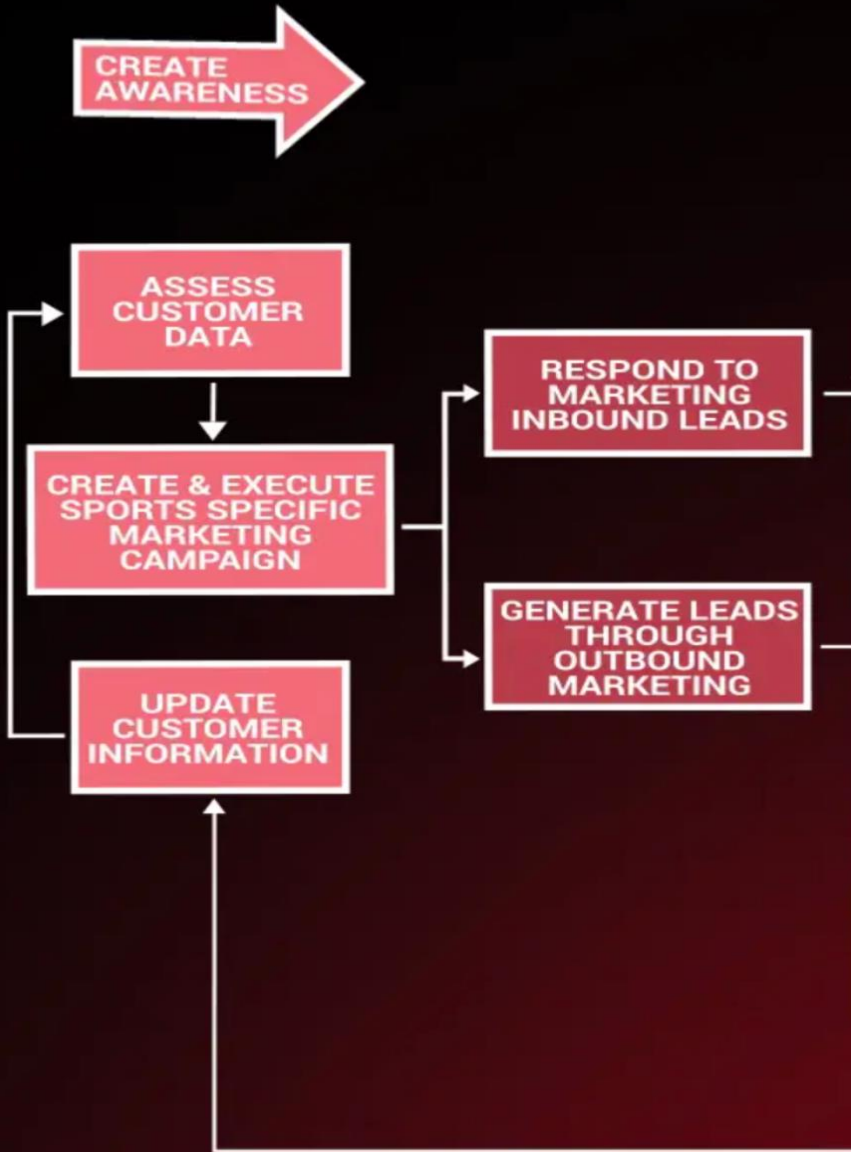


# *Branding/Marketing*



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## CREATE AWARENESS

*Develop a sports-specific marketing campaign for a target group of customers based on sport, season, and program need*

# **CREATE AWARENESS**

## **A GOOD STRATEGIC MARKETING PLAN IS:**

- *Designed to get customer attention and anticipate needs*
- *Targeted at a group of customers with common needs*
- *Based on your customer's annual cycle (pre/post/in-season)*
- *More effective than a general flyer, ad, or phone call*

# ***CYCLE AWARENESS***

## UNDERSTAND SEASONAL CYCLES TIMING MATTERS

- *Initial off-season*
- *Off-season*
- *Pre-season*
- *In-Season*
- *Sport-specific*
- *Program-specific*
- *Overlapping cycles*

# CYCLE AWARENESS

LAUNCH A TARGETED MARKETING CAMPAIGN

- Email
- Social Media
- Website
- Phone Calls



**NEW YEAR**  
**NEW SPEED**

**FREE EVALUATIONS!!!**  
**NOW UNTIL JAN. 21ST**

Bring in the new year with strength and speed  
**ALL TEAMS & SPORTS 2nd GRADE TO PRO LEVEL**

**Evaluation includes:**

- One on one/team evaluation
- Running mechanics analysis
- Laser timing technology
- Acceleration, top speed, agility, upper/lower body strength and vertical jump testing
- Meeting with speed coaches for the breakdown of the results

**BOOK NOW ON OUR SITE!!!**

PARISI SPEED SCHOOL OF ISLIP  
181 FREEMAN AVE. ISLIP, NY 11751  
631-277-7333  
INFO@PARISISCHOOLISLIP.COM | PARISISCHOOLISLIP.COM



# *Awareness + Prospecting + Close*



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# ***Team Training Marketing & Sales Funnel***



# WHO ARE YOU?

UNDERSTAND WHY THEY NEED YOU!

- You are not a salesman!
- You are offering a genuine solution to a problem they have.

# UNDERSTANDING CLOSE RATES

10 Leads → 3 Prospects → 1 Sale

- A lead is any qualified potential prospect
- A prospect is a potential customer you've had contact with who is genuinely interested in your team training offering

# DIFFERENT KINDS OF LEADS

## Inbound Leads

- Leads who contact you to get more information and discuss next steps
- Contact them as soon as possible to schedule a meeting or free clinic

## Outbound Leads

- Leads who did not respond to campaign
- Follow up via email, text and phone calls

## ***BUILD A LIST OF LEADS***

- *Make list of 50 coaches from personal contacts*
- *Contact state athletic associations*
- *Join or donate time to local town recreation organizations*
- *Connect with booster associations*
- *Attend town, club team, and high school events or meetings*

# ***BUILD A LIST OF LEADS***

- Read all local sports news on web and daily weekly papers
- Ask children/parents in your program about coaches
- Ask coaches about other coaches
- Build relationship with AD/Recreation Department Head / Booster Club Presidents
- Get to know “bubble” players

# ***EXTERNAL RECRUITING***

INCREASE AWARENESS IN THE COMMUNITY

**Speaking  
Engagements**

**Team  
Camps  
& Clinics**

**Continuing  
Education &  
In-Service  
Seminars**

# **CREATE AWARENESS**

PHONE CALLS ARE ESSENTIAL FOR OUTBOUND LEADS

- *Easier when done as a follow-up to the awareness campaign*
- *It gives you something specifically to call and talk about*
- *Schedule a meeting or free clinic*



# *The Craft of Cold Calls*



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# ***MASTER YOUR ELEVATOR PITCH***

- *Describe the problem you solve (Pain Statement)*
- *Explain your solution (Value Proposition)*
- *Keep it short and easy to understand*

A grayscale background image showing a hand pressing an elevator button. Several coins are scattered around the button and hand, some showing the number '4', a star, and other designs.

# *Elevator Going Up!*

***NO MEANS “NOT RIGHT NOW”***

**No!**



**Not yet**

UNCOVER LEADS &  
DEVELOP PROSPECTS

UTILIZE  
INFLUENCERS AND  
ADVOCATES  
(IF APPLICABLE)

NO ↑

MOVE  
DIRECTLY  
TO CLOSE  
SALE?

YES →

NO ↑

BOOK  
A FREE  
CLINIC?

YES →

DELIVER  
FREE CLINIC

NO ↑

BOOK  
A MEETING?

YES →

MAKE  
PRESENTATION

# DEVELOP PROSPECTS

CONVERT LEADS INTO A PROSPECTS BY:

- Scheduling a meeting to present your team training program
- Scheduling a free clinic where you can showcase your team training

# ***DEVELOP PROSPECTS***

PREPARE A BRIEF PRESENTATION THAT:

- *Addresses the lead's priorities first*
- *Lays out a high-level plan for your proposed programming*
- *Explains the cost in simple terms*
- *Provides at least two options for payment*
- *Confirms that your proposal is flexible and can be altered*
- *Asks for permission to deliver a free clinic*

# DEVELOP PROSPECTS

## COMMON REASONS FOR A FREE CLINIC:

- Your customer has the funding, but wants to assess if your team training addresses their priorities and is worth the cost
  - (Quality training + their priorities = high value perception)
- Your customer needs the support of the team and their parents, because parents pay for the team training
  - (Include an athlete/parent information packet they can take home)

# ***DEVELOP PROSPECTS***

A TEAM TRAINING CLINIC SHOULD ALWAYS INCLUDE:

- *Clear actions that address a prospect's priorities*
- *Drills that are specific to the team's sport and priorities*
- *Team building exercises*
- *A fun atmosphere for the team*

# ***CLOSING SALES***

THE MOST COMMON MISTAKE IS NOT ASKING

- *Always ask for the sale!*
- *Have an agreement ready to sign*
- *Be prepared to address objections*
- *Know when to quit*

# OVERCOMING OBJECTIONS

IF YOUR PROPECT DOESN'T CLOSE WHEN ASKED, THEY LIKELY HAVE OBJECTIONS

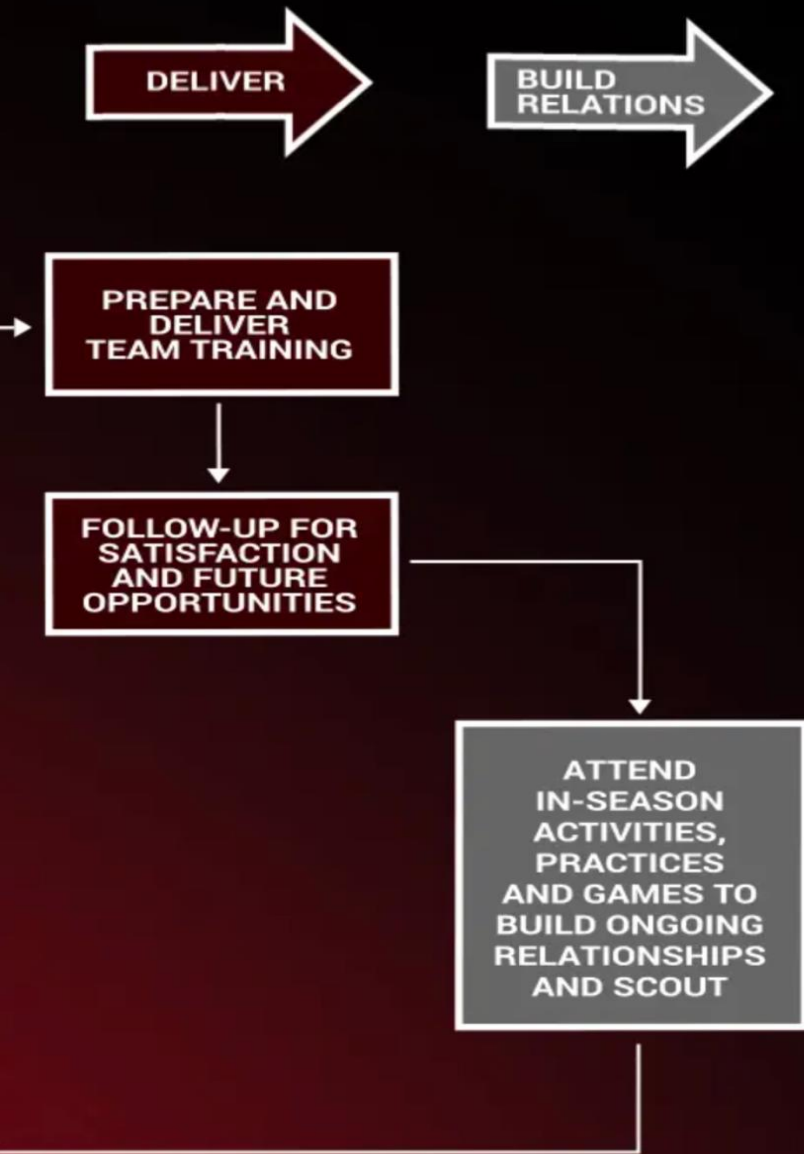
- *It's not a battle line*
- *It's a need for better understanding*
- *Or a flexible point of negotiation*

*Ask questions to determine which it is, then address them accordingly*

# OVERCOMING OBJECTIONS

ANTICIPATE OBJECTIONS BEFORE ASKING FOR THEIR BUSINESS:

- *Try to eliminate objections before they are raised*
- *If it comes up, be prepared with a ready response*



# *Long Term Growth*

# ***DELIVER TEAM TRAINING***

KEY SALES ASPECTS OF DELIVERING TEAM TRAINING INCLUDE:

- *Deliver what was promised*
- *Address your customer's priorities as visibly as possible*
- *Measure the value of your team training and communicate the results*
- *Review the results with your customer and discuss future training opportunities*

# ***BUILD RELATIONSHIPS***

RELATIONSHIP BUILDING IS ESSENTIAL TO GROWING YOUR TEAM TRAINING BUSINESS!

- *Attend practices and games*
- *Provide scouting intel*
- *Send congratulatory emails/texts/social media*
- *Take them out for a meal*

# ***BUILD RELATIONSHIPS***

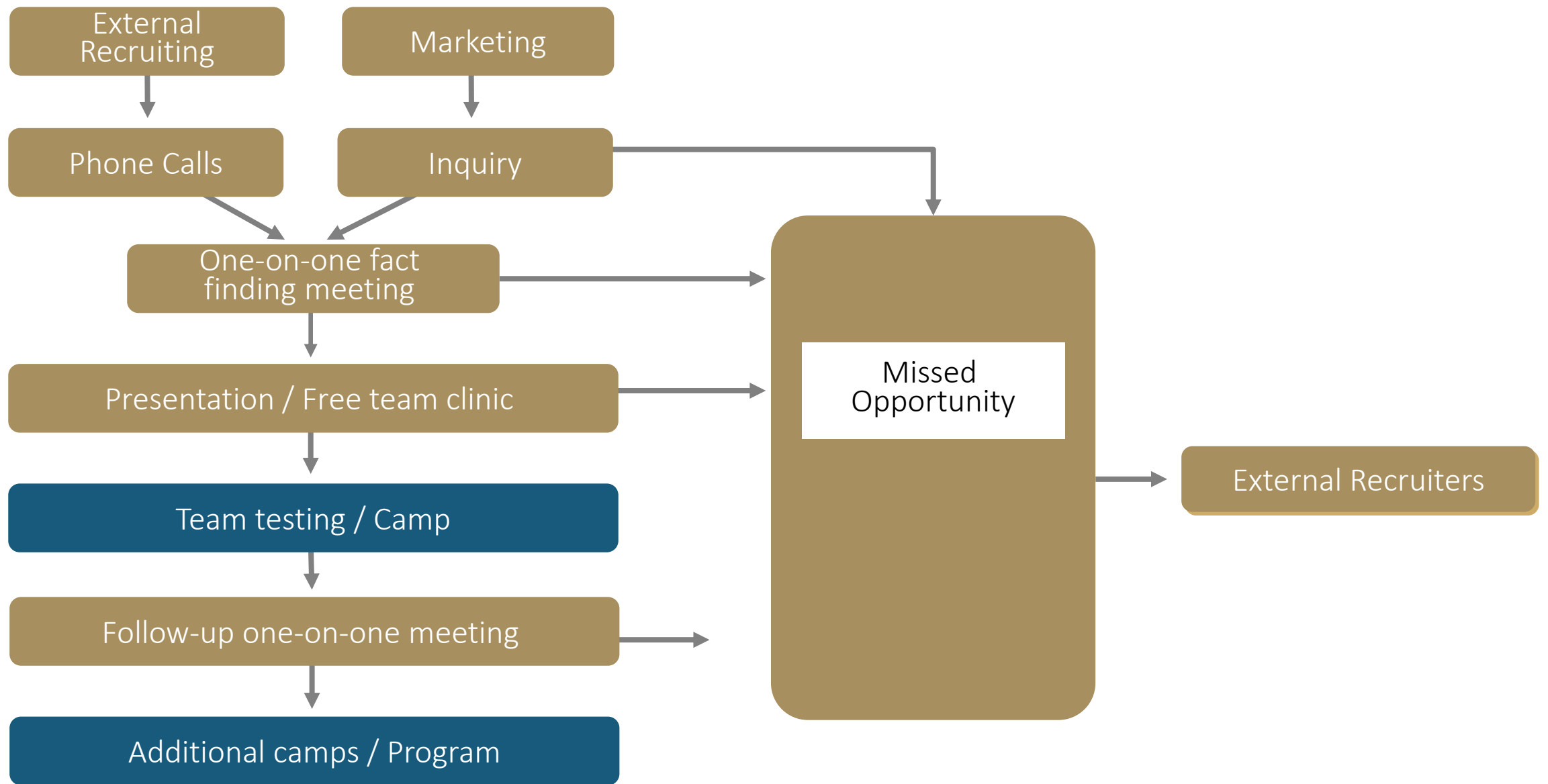
## UTILIZE INFLUENCERS AND ADVOCATES

- ***Influencers*** are people who have an existing relationship with your customer and can influence them to take a desired action
- ***Advocates*** are other clients who can validate the value and results of your team training, usually from experience

# ***BUILD RELATIONSHIPS***

## TARGET AUDIENCES FOR EXTERNAL RECRUITING

- *Parents of athletes currently in program*
- *Coaches*
- *Club presidents*
- *Event organizers*
- *Elite athletes*





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# Thanks for Joining Us!

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# Learn how to make the money you deserve by enrolling in our **Business of Team Training Mentorship Program**



**SCAN ME**

**8 WEEK VIRTUAL MENTORSHIP BEGINS MONDAY, AUGUST 1ST**



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