

CENTER NAME _____

BOWLER COUNT TRACKING GRID

Bowlers	Prior Year Actual	Current Year Goal	Current Year Actual
Adult	_____	_____	_____
Senior	_____	_____	_____
Junior	_____	_____	_____
TOTAL	_____	_____	_____

*Bowler count can be any weeks you choose in June
as long as you are consistent from year-to-year.*

General Manager

Head Mechanic

League Coordinator

MOD/Operations Supervisor/Service Manager

BOWLER FORECAST WORKSHEET



[Use last year's bowler count from Page 1 to complete.]

ADULT League Bowlers _____ a
SENIOR League Bowlers _____ b
JUNIOR League Bowlers _____ c

TOTAL Prior Year Bowler Average _____ $d = a + b + c$

Assume you will lose 20% of your
prior year league bowlers due to drop out _____ $e = d \times 0.2$

Current League Bowler starting base _____ $f = d - e$

List any new leagues that did not bowl last summer and will start before June 1.

_____	_____	g
_____	_____	h
_____	_____	i
_____	_____	j
_____	_____	k
_____	_____	l
_____	_____	m
_____	_____	n
_____	_____	o
_____	_____	p
TOTAL BOWLER FORECAST _____	_____	q*

$q^* = f + \text{sum of g through p}$

Previous history shows, your forecast should be a conservative count
of how many summer bowlers you will have.
Your goal should be higher than your forecast.

IMPORTANT NOTES & DATES

Marketing TIP

Plan on 8 telemarketing hours to contact 100 league bowlers.

- o Summer review meeting _____[Date]_____a.m./p.m. [Time]
- o Get approval for any center level employee contest.
- o Bowler appreciation week and first round of lane-to-lane solicitation of current fall league bowlers for this summer: _____[Start Date]
_____ [End Date]
- o Name of associates who will assist the General Manager and League Coordinator with telemarketing and lane-to-lane solicitation:

- o Training on call back and lane-to-lane for those listed above will be completed by:
_____ [Date]
- o Call back and lane-to-lane dates:
 - 1st Round of summer call backs completed by _____ [Date]
 - 1st Round of current fall league lane-to-lane completed by _____ [Date]
 - 2nd Round of summer call backs completed by _____ [Date]
 - 2nd Round of current fall league lane-to-lane completed by _____ [Date]

Marketing TIP

Call each summer league bowler 2-3 times.
If you reach an answering machine, leave a message.
After 3 calls, if you are unable to contact the bowler,
remove him/her from the call-back list as a 'no.'

Suggested marketing programs

Manager's Invitational League

Project Leader _____
Day _____
Time _____
Start Date _____
Notes _____

Employee & Friends League

Project Leader _____
Day _____
Time _____
Start Date _____
Notes _____

_____ [League Name]

Project Leader _____
Day _____
Time _____
Start Date _____
Notes _____

Corporate Coupon Program

Project Leader _____
Start Date _____
Notes _____

Bowlopolis Party

Date June _____ [Date]

Camp Bowlopolis

Project Leader _____
Start Date _____
Time _____
Notes _____

SUMMER START UP TIME LINE

Items to be completed by March 1st

- Summer league schedule printed and on display
- Telemarketers staffed and properly trained
- League bowler sign-up incentive plan developed
- Business card drawing in place at reception desk. Fish bowl with dangler visible.
- League priority calling list developed

Items to be completed by March 15th

- Employee summer kick-off meeting held
- 3 to 5 minutes pre-shift employee pep rallies scheduled
- Summer call back begins
- Summer league officers notified of league meeting dates
- League coordinator focus on problem leagues
- Summer league messages on overhead scorers
- Minimum of 10 quality prospects identified for league sales in April
- P.A. announcements scripted and printed out for the front desk staff
- Telephone answering scripts printed and next to all telephones
- Telemarketing schedule staffed to ensure daily coverage

Items to be completed by April 1st

- Prior summer league call backs complete
- Vacancy list on display and updated daily
- Promote fall bowler appreciation week in conjunction with 1st round of lane-to-lane
- 1st round of current fall league lane-to-lane for all fall adult, senior & junior leagues complete
- Junior league registration date scheduled for May
- Bowling parties scheduled to rejuvenate summer problem leagues
- Identify unexpected lane availability for new league promotions
- Minimum 20 sales calls completed for summer league development
- Bowling parties scheduled in May where gaps may occur between fall leagues ending and summer leagues beginning
- Weekly fish bowl winners contacted for bowling parties held in May

Items to be completed by April 15th

- 2nd round of fall league lane-to-lane complete
- Senior and junior league call back completed
- Half of the bowling parties needed for the summer should be scheduled
- Prospect list updated for May sales calls
- Weekly sales calls conducted, parties scheduled and teams signed up for leagues
- Weekly fish bowl winners contacted for bowling parties held in May