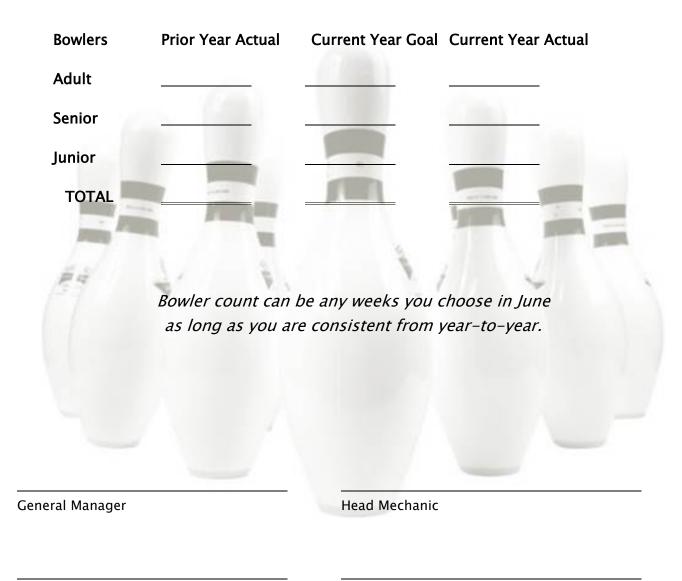
## BOWLER COUNT TRACKING GRID



League Coordinator

MOD/Operations Supervisor/Service Manager

# BOWLER FORECAST WORKSHEET

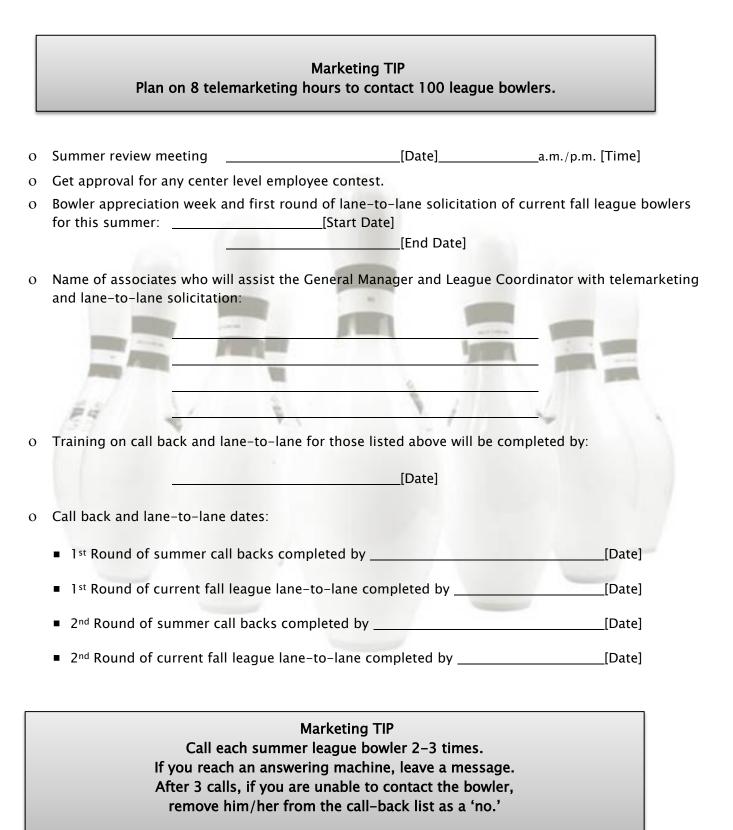
[Use last year's bowler count from Page 1 to complete.]

ADULT League Bowlers	a
SENIOR League Bowlers	b
JUNIOR League Bowlers	с
TOTAL Prior Year Bowler Average	$\mathbf{d} = \mathbf{a} + \mathbf{b} + \mathbf{c}$
Assume you will lose 20% of your	
prior year league bowlers due to drop out	$e = d \times 0.2$
Comments I and an atomism in a loss	
Current League Bowler starting base	f = d - e
List any new leagues that did not bowl last summer and w	ill start before lune 1
List any new leagues that did not bown last summer and w	In start before june 1.
And All Street A	g
54 W R.	h
	j
	k
	I
	m
	n
	o
	p
TOTAL BOWLER FORECAST	<b>a</b> *
	Ч

 $q^* = f + sum of g through p$ 

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



# Suggested marketing programs

### Manager's Invitational League

Project Leader Day Time Start Date Notes	
Employee & Friend	is League
Project Leader Day Time Start Date Notes	
1	[ League Name ]
Project Leader Day Time Start Date Notes	
<b>Corporate Coupor</b> Project Leader Start Date Notes	Program
<b>Bowlopolis Party</b> Date	June[Date]
<b>Camp Bowlopolis</b> Project Leader Start Date Time Notes	

### SUMMER START UP TIME LINE

### Items to be completed by March 1st

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

#### Items to be completed by March 15th

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

#### Items to be completed by April 1st

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

#### Items to be completed by April 15th

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