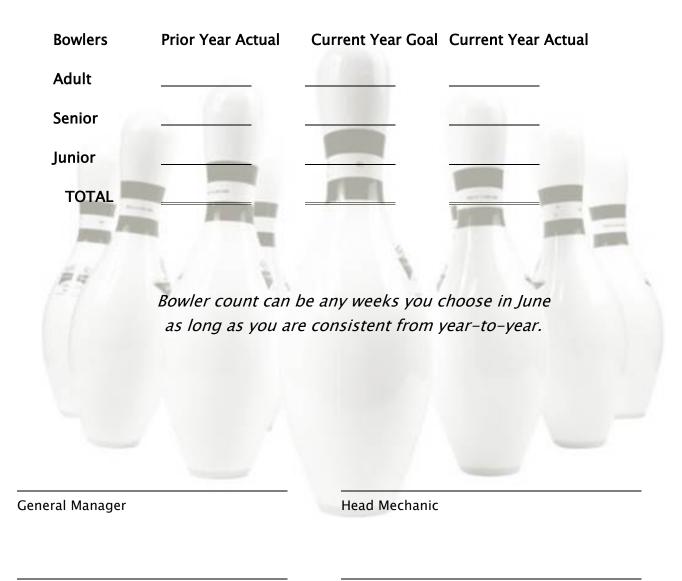
BOWLER COUNT TRACKING GRID



League Coordinator

MOD/Operations Supervisor/Service Manager

BOWLER FORECAST WORKSHEET

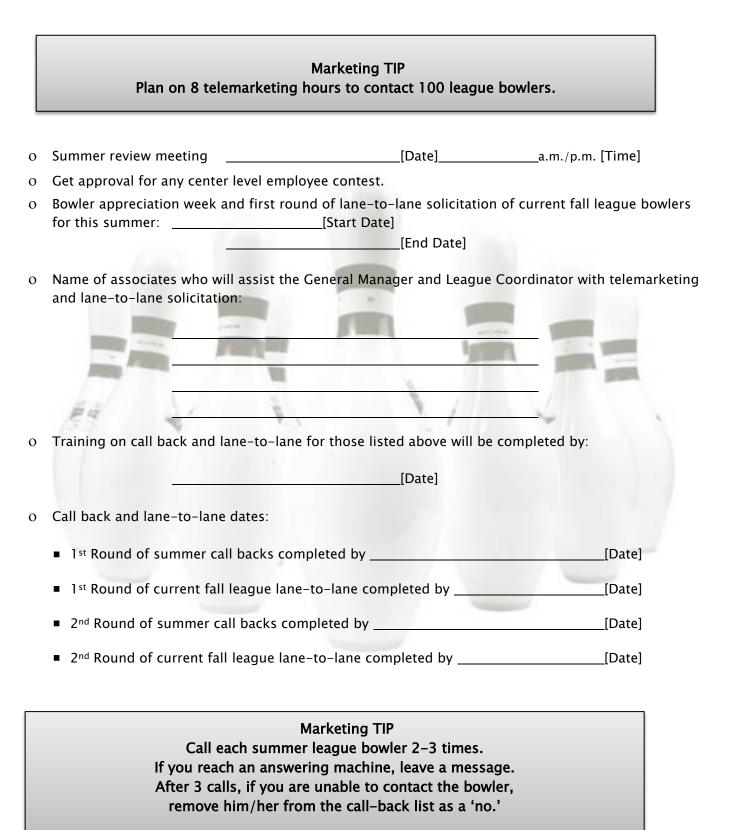
[Use last year's bowler count from Page 1 to complete.]

| 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 | a * |
| | 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 | |
| Corporate Coupor Project Leader Start Date Notes | Program |
| 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

- 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 2nd 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