

Top Ten Member Complaints

The Top Ten Complaints

#1

**My kids the best in his class,
so he should move up**

The Top Ten Complaints

#2

Why should my kids playing tennis and over other sports?

The Top Ten Complaints

#3

Why do the pros say different things regarding technique?

The Top Ten Complaints

#4

**I paid \$3,000 for my kids
privates this year, what did
she learn?**

The Top Ten Complaints

#5

Our ladies team practices are getting boring, what are we trying to accomplish?

The Top Ten Complaints

#6

I don't want to be a bad tennis parent, what should I do?

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#7

**My kid loves tennis, can't
anyone tell me what we
should be doing?**

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#8

Why is this little kids class taught so differently than the Monday class?

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#9

My kid seems to be so
depressed when they lose,
what's the big deal?

The Top Ten Complaints

#10

Why aren't there more fun events for the members at the club?

Move Up Policy - document

Guideline

#1

Only pros can promote a player to the next level, **NOT** the player or the parent.

Move Up Policy - document

Guideline

#2

We promote players 4 times of the year... June, September, November, and March.

Move Up Policy - document

Guideline

#3

There will be players in classes that can beat players from the next higher class.

Move Up Policy - document

Guideline

#4

We consider technical deficiencies, like wrong grips and swing patterns.

Move Up Policy - document

Guideline

#5

The best player in a class level
does **not** automatically get
promoted

Move Up Policy - document

Guideline

#6

Our **pro staff** regularly meets to make decisions about promoting players.

Move Up Policy - document

Guideline

#7

We compare players to **ALL** players at their level, not just the class they attend.

SO...

What **DO**
we consider?

What We **DO** Consider

#1

Age: will the player be experiencing the same pace in the class as he will in tournaments?

What We **DO** Consider

#2

Coachability: accepts ideas and recommendations of the pro staff (new grips).

What We **DO** Consider

#3

Maturity: will the player behave in class at the proper maturity level or be a distraction?

What We **DO** Consider

#4

Commitment level: Do they play in tournaments or are they just drillers?

What We **DO** Consider

#5

Ability: are they only as good as the **BOTTOM** of the next class up?

Two Huge Takeaways

1. Parents should consider the child's **overall results**, not just their best win.
2. Avoid comparing your child's skill and progress to other kids, especially their friends.

COMPLAINT #2

Why should I have my kids playing tennis over other sports?

8 Core Values Tennis Can Teach

Document

1. Character
2. Courage
3. Honesty
4. Sportsmanship
5. Integrity
6. Commitment
7. Humility
8. Excellence

Core Values - Document

1) Character

Huge responsibilities to call be the umpire for your own match. **A player's character can also be seen in the way they keep score during a drill or practice.**

Core Values - Document

2) Courage

The one-on-one style of competition requires massive courage. Especially **when players need to question someone that is cheating them.**

Core Values - Document

3) Honesty

Tennis is one of the only sports where the players make calls on each other's shots. **Does Little League?**

Core Values - Document

4) Sportsmanship

There will be cheaters... so players get chances to learn to deal with jerks.

We must resist the urge to “save” the child.

Core Values - Document

5) Integrity

Tennis has the potential for “retaliatory” calls. So players need to decide how they will react which offers them a chance prove their integrity. Get even, or will retaliate.

Core Values - Document

6) Commitment

Self-discipline and **delayed gratification** are life lessons that tennis teaches. Player's need to decide to try new techniques that may hurt them in the short run.

Core Values - Document

7) Humility

Players quickly learn **arrogant** people are not popular.
Tennis teaches the difference between arrogance and
confidence.

Core Values - Document

8) Excellence

Players may find it difficult to practice with intensity after a long day at school. But the **ability to work hard when you don't feel like it** is a major life lesson tennis teaches.

Summary

Tennis is the perfect vehicle to help players become a better person.

IF...

We're constantly asking how they did on these core values.

COMPLAINT #3

**Why do the pros say different things
about technique?**

Teaching Doctrine - Document

TEACHING PHILOSOPHIES

DOCTRINE

Teaching Doctrine - Document

Table of Contents

1. Teach stagger motion or up/down together?
2. Teach beginners Continental grip on serve?
3. Teach the 1 or 2-handed backhand volley?
4. When do we teach open stance?

Teaching Doctrine - Document

5 THINGS WE DO

1. Collaborative
2. Each question is its own page
3. General Philosophy
4. Answer for Kids, Beginner, & Advanced
5. Develop a Common Language

Benefits of a Teaching Doctrine

- Less Complaints
- More Effective Staff
- Great Tool for New Pros
- Great for Existing Pros

COMPLAINT #4

**I paid \$3,000 for my daughter's privates
this year, what did she learn?**

Vision Sheet - Document

Vision: How to play in 18s

Projects: 2-3 things to do

Share with Parents

No Island Privates / Road Map

COMPLAINT #5

**Our ladies team practices are
getting boring.**

Vision Sheet - Document

Team Projects: 2-3 things

Creates Purpose

No Mindless Drilling

COMPLAINT #6

I don't want to be a bad tennis parent, can't I get any advice about this?

Stan Smith Tennis Quiz - Document

(5 = Always / 4 = Almost always / 3 = Sometimes / 2 = Almost never / 1 = Never)

1. Do you coach your child?
2. Do you watch all your child's matches?
3. Do you look nervous on the sidelines?
4. Do you treat your child differently if he/she wins?
5. Do you ignore your child's bad behavior?
6. Do you tell your child he's being unrealistic?
7. Do you think your standard of living has suffered?
8. Do you think your child should give up other sports?

Stan Smith Tennis Quiz - Document

1) Do you coach your child?

Answer: Be a Parent, Not a coach

A coach's job is to **build strong tennis players**, the coach must criticize and compliment based on performance.

The parent's job is to **build a strong person**; they must provide unconditional love that instills self-esteem.

Stan Smith Tennis Quiz - Document

2) Do you watch all your child's matches?

Answer: Watch no more than 75%.

Your child needs to learn that he is the only person who can control the events on the court. Even less of practice.

Practice is the coach's domain, and he needs your absence to develop a relationship with your child.

Stan Smith Tennis Quiz - Document

3) Do you look nervous on the sidelines?

Answer: Always look positive.

Your body language can make or break his confidence.

Just like your child, when the match starts **YOU'RE performing too.**

Stan Smith Tennis Quiz - Document

4) Do you treat your child differently if he/she wins?

Answer: Keep an even keel.

Always say something positive.. **“I love to watch you play”**

No back seat prisoners

Stan Smith Tennis Quiz - Document

5) Do you ignore your child's bad behavior on the court?

Answer: There has to be consequences.

They must learn that in life there are **real consequences**.

If you ignore this misbehavior **you are condoning it** – and that is failing your responsibility as a parent.

Stan Smith Tennis Quiz - Document

6) Do you tell your child he's being unrealistic?

Answer: Let your child dream.

Dreams are the fuel that keeps young people striving, learning, and exploring.

Players eventually learn what their real potential is.

Stan Smith Tennis Quiz - Document

7) Do you think your standard of living has suffered?

Answer: Be careful here.

Don't spend now for a ROI... scholarship

Be on the same page with your child about their goals

Stan Smith Tennis Quiz - Document

8) Do you think your child should give up other sports?

Answer: Have your child play other sports.

Most pros did **not** specialize early.

Resist the urge to keep up with other families.

COMPLAINT #7

**My kids loves tennis but I need to know
what we should be doing?**

Typical Player Regimens - Document

The Big Question

How much should we be training?

Privates?

Groups?

Tournaments?

IT DEPENDS

First we need to know **what the child wants** out of their tennis.

4 Levels to Aspire to

- **Non-Ranked Player**
- **District Ranked Player**
- **Sectional Ranked Player**
- **National Ranked Player**

Typical Player Regimens - Document

8 Ways to Train

1. Group lessons.
2. Private lessons.
3. Tournaments.
4. Practices sets.
5. Off-court training.
6. Practice on their own.
7. Frequency.
8. Specialization.

Non-Ranked Player

How Much They Practice:

- 1. Group lessons:** once per week, but not year round.
- 2. Private lessons:** they typically do not take privates on a regular basis.
- 3. Tournaments:** they play less than 5 USTA tournaments a year.
- 4. Practices sets:** they rarely play practice sets on their own.
- 5. Off-court training program:** they do not have any off-court program.
- 6. Practice on their own:** they do not practice on their own.
- 7. Frequency:** they normally practice one day a week on a seasonal basis.
- 8. Specialization:** they do not specialize in tennis & do play other H.S. sports.

Two Mistakes to Avoid

- 1) The **parent** and **player** have to be on the same page.
- 2) The player's **workload** must match his stated desire.

COMPLAINT #8

Why is **this** Little Kids class taught so differently than the Monday class?

Main Goals of Each Class - Document

Do your clients/pros know the **main goal** of each class is?

Is it on **paper** or in your head?

Main Goals of...

Grades K-1

The main goal of this class is to introduce players to tennis by using **fun games**. We work a lot of athletic skills at this level.

Main Goals of...

Grades 2-3

The main goal of this class is to learn forehands, backhands, serving, and scoring. Players **are introduced to rallying skills** that they will need in order to move to the next level.

Main Goals of...

Grades 4 & 5

The main goals of this class is to **develop reliable serves and rallying skills**. Kids will continue to learn tennis in a fun and carnival like atmosphere.

Main Goals of...

Grades 6-7-8

The main goal of this class is to **learn how to compete and execute basic strategies**. Players are encouraged to play in USTA novice tournaments.

Main Goals of...

ELITE (Grades 9-12)

This class is for HS varsity players. **The main goal of this class is to provide an intense practice with the best junior players in the area.** You'll practice all 5 play situations every day.

COMPLAINT #9

My kid seems to be so depressed when they lose, what's the big deal?

Why Tennis is so Tough - Document

This document details 15 reasons why Tennis is the World's Toughest Sport.

Why Tennis is so Tough - Document

#1

TENNIS IS AN INDIVIDUAL SPORT

In tennis, you are **all alone** on the court. No one shares in the glory or the blame. There is no teammate to pass off to.

Why Tennis is so Tough - Document

#2

NO COACHING IS ALLOWED

Tennis is one of the only sports where young players can not be coached

Why Tennis is so Tough - Document

#3

INTENSE PRESSURE AT A YOUNG AGE

Tournaments and competitive results are documented.

Why Tennis is so Tough - Document

#4

TENNIS PROVIDES NO WHERE TO HIDE

Tennis players must remain in full view of spectators, regardless of how they perform.

Why Tennis is so Tough - Document

#5

NO SUBSTITUTES / NO TIME-OUTS.

Players must stay in the game, regardless of how bad things may get.

Why Tennis is so Tough - Document

#6

ONE-ON-ONE COMBAT

Tennis is similar to boxing. A match can quickly become a personal confrontation.

Why Tennis is so Tough - Document

#7

THE ACCURACY OF LINE CALLING

It's the only sport where you can truly be robbed blindly.

Why Tennis is so Tough - Document

#8

THE “HONOR” SCORING SYSTEM

The score can be changed on you like
no other sport.

Why Tennis is so Tough - Document

#9

REQUIRES TOUCH AND FINESSE

Tennis is primarily a fine motor skill sport, meaning that it is comprised of many precise movements requiring **feel**.

Why Tennis is so Tough - Document

#10

CONSTANTLY CHANGING CONDITIONS.

Changing temperature, wind, light, court surfaces, balls, altitude, indoor/outdoor play all add to the depth of challenge in tennis.

Why Tennis is so Tough - Document

#11

LENGTH OF THE BATTLE

No Clock... Matches can last 4-5 hours

Why Tennis is so Tough - Document

#12

DIABOLICAL SCORING SYSTEM

Points are **NOT** cumulative. Comebacks are easy and closing out opponents out is hard.

Why Tennis is so Tough - Document

#13

JUNIOR TENNIS RANKINGS

You know exactly how you compare to your peers and friends.

Why Tennis is so Tough - Document

#14

BIG vs. LITTLE” and “YOUNG vs. OLD

A smaller person can beat a bigger person and a 12-year old can beat an 18-year old.

Why Tennis is so Tough - Document

#15

TENNIS TRAINING CAN BE EXPENSIVE

Parents can lose site of what is important and begin to expect a **return** for their investment.

COMPLAINT #10

Why aren't there more fun events for the members?

What Today's Members Really Want

Unique Formats (compass draws, RR etc..)

Set Times for **Start** and **Finish**.

Play a lot of Different People.

Food or Munchies to be Provided.

Non-elimination Events.

Music (fun atmosphere)

Where to find these events

The Lab

Case Studies section

- Family Foam Ball event
- Cuban Davis Cup event
- Many more unique
- All with **step-by-step** instructions

Complaint Principle

You owe your members...

- 1) An Answer
- 2) Your Rationale

Complaint Principle

You do **NOT** owe them to win them over.

Relish in the **95%** of your members that love you, not the 5% that are a pain

Richter Scale of Stress

- 1) Give it the proper number.
- 2) Then give it the proper **energy**.

The End