



Scottish Rugby Club Development Conference

Sweating the Assets

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#AsOne

Developing a Sales Culture

- Like any business sales and selling are a key component of our operations.
- Clubs have ‘experts’ in various positions throughout the club, but often lack sales people or a sales culture to encourage selling.

Developing a Sales Culture

For each of our products we should be asking ourselves:

- Who are our customers?
- What do they want from the club?
- Do we provide what they want?
- How do we let them know what we have on sale?
- How do we provide the product/ service to **retain** the customer?

Customer Service

- Clubs need to think and act like businesses and at the heart of any good business is a commitment to customer service.
- Anyone spending money at the club is a customer and we must understand their wants and needs.
- By providing better products, facilities or service we will maintain customers and help attract new ones.
- Are we a welcoming club? Do we treat our guests as customers and therefore provide A1 customer service?

EXAMPLE:

100+ kids at mini rugby gives the club access to potentially 100 mothers plus players and male members partners. Are we meeting their needs? Do we provide quality womens toilets, women friendly drinks, tea and coffee facilities, targeted events?



What are we selling?

3 minutes: note down everything we sell in our clubs.

What are we selling?

- Membership
- Facilities
- Match Day Experience
- The Bar
- Food and Drink
- Kit
- Sponsorship Opportunities

Internal Events

- Do we have a yearly plan for club/ community events?
- Do we provide variety?
- Is the plan backed up with a sales plan?
- Do we target different groups?

3mins: list the internal events that your club has run over the past season.



External Selling

Rugby clubs are unique spaces with ability to host events from 50-100 at low cost.

- Meeting Spaces
- Birthday Parties 6-60
- Engagement Parties
- Weddings
- Corporate Lunches
- Product launches
- Music Events
- Camping
- Festivals



Thinking Outside the Box

- Ayr- Bonfire, Ladies Day
- Jed Forest- Riverside Rock
- Perthshire- Beer Festival
- GHA- Giffnock Beer Festival

Discussion



- Questions for Ayr on the video.
- Can we be doing more?