Lessons learnt from GNTM Tennis Tournament held on 7 & 8 April 2017

1. It is becoming increasingly difficult to recruit a large field for the Platinum group. The small Saturday, 8 April Platinum group had to be cancelled. Two players played a best of five set match and I provided the new balls for free.

2. To get enough entries constant out of the box thinking was needed. To keep the players who already entered 24 hour reports were written about new marketing schemes and updates together with a list of entries. Potential solutions were discussed on e-mails.

3. There was a very large interest in the green ball group. I nearly worked through Friday night compiling a thirteen player schedule with many different special requests. It was extremely difficult to do the schedule. It was a six hour period and I usually schedule for a four hour period. The secret was to let everyone rest enough in case of a hot day.

4. Coaches and school organisers ignore my e-mails and don’t co-operate.

5. The new strategy is to pay parents/coaches/tennis organisers for introducing new players to the database. Janke Coetzee received two free days for introducing Hennie Gericke to the data basis.

6. The biggest problem currently is that parents are not paying in advance by EFT. Most parents paid cash on the day. Many parents withdraw easily at the last minute and I repeatedly have to redo the schedule without payment.

7. Garsie tennis still owes me money for balls and sweepers.

8. The rate at which players are asking to unsubscribe to databasis is and alarming. The problem is I am not able to replace new contact details at the rate I am losing players. I think I must personally visit coaches and ask them to support GNTM.

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