

TIA Plans Will Help YOUR Retail Business

Tennis retailers are crucial to the growth and profitability of this industry, and the TIA is developing a long-term plan to provide you with information and resources that can help to maximize your business in this changing and often challenging economy.

- **Webinars and Other Educational Opportunities:** These 30- to 60-minute webinars include a Q&A session and cover topics such as “How to Compete With Internet Businesses,” “How to Embrace and Manage Change,” “How to Make Your Store The Brand,” “How to Hire Smart,” “Using TIA Research to Benchmark Your Business,” “Inventory Management,” “Marketing Your Store,” “Delivering a Great Shopping Experience,” and many more. Also, the TIA will offer other educational seminars and presentations at industry events throughout the country.
- **Retail “Tips” Articles:** Short, easy-to-use articles in TIA newsletters and other industry publications (including Racquet Sports Industry) to help you and your employees grow your retail business.
- **Retail “Assessments”:** To help you take an objective look at your retail operation, including identifying strengths, weaknesses and opportunities. Assessments can be self-evaluations or include recommendations and consultation services.



- **Retail Education Program:** Available online to retailers and their employees, education modules would include programs dealing with owners and managers, the store environment, your customer-service people, and the customers themselves.
- **Customer Satisfaction Surveys:** An online survey link on retailer websites, for feedback on what appeals to customers and will make them spend in your store.
- **Counterfeit Racquet Campaign:** Register for free at TennisIndustry.org to verify to consumers that you're an authorized tennis retailer.
- **Retail Managers' Manual:** A free guide, available as a pdf, with valuable information and tips.
- **TennisConnect:** Improve customer service and run your retail shop more efficiently with the TIA's premier business software tool.

- **TIA Discount Shipping Program:** Through PartnerShip®, you can save on select FedEx services and freight shipments.
- **Careers In Tennis:** Post job openings at CareersInTennis.com for free.
- **Cost Of Doing Business:** Improve your retail operations by measuring your performance against industry trends and averages.
- **TIA Member Benefits:** Including TennisInsure, a custom program for business, health, liability, property, auto, umbrella and workman's comp insurance; reduced credit-card processing fees; teaching resources discounts; free RSI subscription and advertising discounts, and more.
- **Get your free 10 and Under Tennis retailer kit at tennisindustry.org/retail.**

Upcoming TIA Webinars

April 5:	10 and Under Tennis: What Retailers Need to Know
April 12:	10 and Under Tennis: What Court Contractors Need to Know
April 19:	10 and Under Tennis: What Facility Operators Need to Know
April 26:	Promoting Your Summer Programs Online
May 3:	Using Facebook to Grow Your Business
May 10:	Twitter – Promote Your Business in 140 Characters or Less
May 17:	Top 3 Customer Service Tips Using Technology
May 24:	Technology for Marketing & Communications

Dates and topics subject to change. Visit GrowingTennisTraining.com for the latest webinar information.



How Retailers Can Get Involved:

Qualified retailers will be listed on the 10andundertennis.com website and industry search engines. All retailers can sign-up to receive a FREE 10 and Under Tennis Retailer Kit that includes copies of the Parent's Guide, Sell Sheets, Wall Poster, Retail Tips for Marketing 10 and Under Tennis, Web Banners, access to retail webinars and other promotional materials to help you reach more customers and grow your business.

Any tennis retailer can be part of this effort by going to tennisindustry.org and registering.



Get Involved! Call 843-686-3036 or visit TennisIndustry.org

