

Tips for Padel lovers (Coaches and players)

OFF THE BACK WALL



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Business model I: **THE PADEL MONEY-MAKER (part one)**

PADEL is becoming a massive trend in the United States. Dozens of facilities now include Padel courts as part of their main proposal to attract and retain new members and differentiate from others. By offering this beautiful addition, business owners are not only positioning themselves where the future is headed but also Padel:

- Builds a novel growth model for their facilities.
- Amplifies the target market to an original entire blue ocean of “non-racquet before” customers segment.
- Provides a system model that helps tennis (and other programs) keep growing.
- Is disruptive, thinking outside of the box, and is keen on other international markets.
- Brings in excitement, fun, and social activities for their members.
- Increases the number of visits per day to their venues and boosts engagement and retention.
- Endorses synergies with their different business lines (F&B, Pro Shop, other programs).
- I could keep this list going until the end of the article!



However, there are still questions for many managers, owners, and investors about how to articulate the business model to succeed, boost their ROI, break even, and become profitable as soon as possible.

So, let's address a list of some (not all) essential questions to keep in mind.

In this first part of the article, we will review 4 out of 9 important points that I highly suggest to work on:

1. OUR BIG WHY:

Our product and services are messages. We need to understand our brand, our philosophy, and our customers. We must share our values, purpose, and beliefs and use them as our main leverage. Our audience will resonate with them and will follow our brand. We share our BIG WHY, and when players feel attracted to us, we show them HOW to do it and finally WHAT to buy from us.

2. BECOME CUSTOMER-CENTRIC (player-centric venues):

You strive to know your audience. We need to focus on what our players want and articulate our communication and offerings based on their needs. Focus on your customers' needs and gains instead of only in your features, products and services. We need to make decisions by and for our members and players. We don't only have one type of customer; therefore, our facility doesn't mean the same for everyone. Build different CUSTOMER PERSONAS to adapt our messages appropriately.

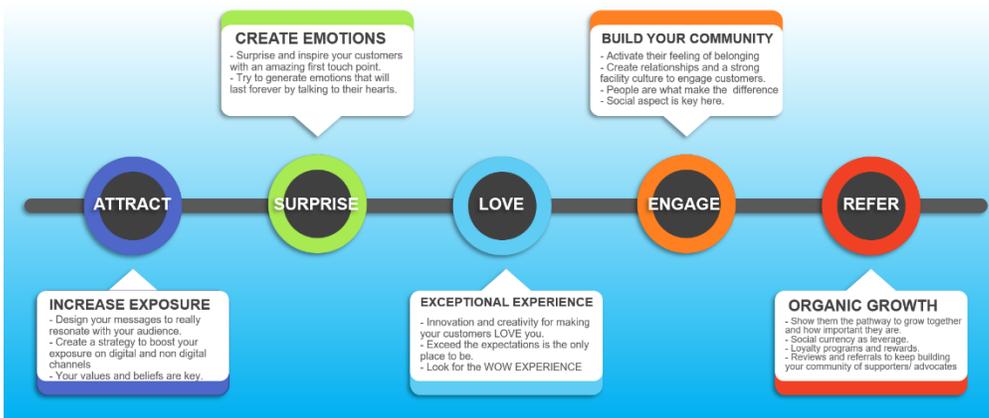
3. DESIGN YOUR CUSTOMER JOURNEY for different targets:

Review and improve every touchpoint to offer them a wonderful experience. We need a plan from the very beginning. Then, we can measure our conversions in each phase to enhance their experience and exceed their expectations. When you have designed this journey, it will be easier to pivot, learn, and adapt if needed.

4. CREATIVITY, DISRUPTION, and INNOVATION TO WIN:

Thinking outside the box will make you unique. It will also give you a significant competitive advantage. Innovation will cause you to become

SUCCESSFUL PADEL CUSTOMER JOURNEY



the top-of-mind of your prospects. That position is also less price-sensitive since you compete with value, not price. Apply innovation, and you won't need to compete anymore. Explore new horizons. It's worth investing in talent and attracting fresh ideas, creativity, and disruption to your team. Remember to explore cross-selling and up-selling opportunities to increase your average ticket while making your customers' racquet experience more complete and more satisfactory. That strategy will also give you the power to sell non-stop.

See you all soon.

Best Padel experiences ever,

If you are interested in more, do not hesitate to contact Marcos to **GET CERTIFIED IN PADEL** (marcos@allracquetsports.com) and become part of the group of ambassadors that will lead the Padel wave coming in the USA.