



SNAPSHOTS NEWSLETTER

How to Make More with Sports Photography

Preparing for the Upcoming Sports Season

The slow winter season is a great time to do the preparations to maximize your sales for spring! This downtime is a chance to reorganize your business and begin planning for the busy spring sports season. Organizing a matrix with last year's events and their sales, along with prospects and their projected sales, is a good place to start. You can also evaluate next year's goals and fine tune packages for the next season. Beginning your planning now will set the stage for success in the spring.

Creating a matrix will help you assess your sales calls for the upcoming season. To begin, list every event that you shot last spring, as well as new prospects for this spring; across the top create columns for last year's sales, estimated sales for the new prospects and goals for this season. The new customer estimate can be gathered by figuring the average sale per player from last year and multiplying this by the estimated number of players on a school team. For an entire league you should also estimate the percentage of participation. In the corresponding boxes, place last year's sales from the event and the estimate of the potential customers. By creating this matrix you can evaluate which jobs were the most successful, and which prospects should be aggressively sought after. Sales calls should be based around this matrix. Don't limit yourself to the events that are the easiest to book; sometimes the most difficult jobs to book can turn out to be the most successful.

	LY Sales	New Prospects Estimate	Goal
Midland Baseball League	10,522		12,000
Cooper High School JV Baseball	1,354		1,800
Cooper High School JV Softball	1,639		1,860
Cooper High School Varsity Baseball	2,512		2,360
Cooper High School Varsity Softball	2,359		2,450
Bruins Mens Golf	789		805
Lady Bruins Golf	893		910
Cherokee Soccer League	8,790		9,200
Country Club Men's Tennis Team	1,356		1,250
Country Club Women's Tennis Team	1,423		1,550
Alex Middle School Track	664		700
Shaiks Swimming Team	330		350
Modern Dance School	963		1,000
Kang Fe Karate School	422		450
Midland Softball League		11,500	12,000
Cooper High School Track		3,650	3,900
Bruins Baseball		960	1,050
Lady Bruins Softball		1,000	1,050
Shelly's Ballet Studio		950	900

Goal setting is a great way to drive sales calls. Determine how many calls you can make in a day and how many should result in connecting with someone. Reach for this goal everyday to maximize your success in booking jobs. To further organize your sales calls, create a spreadsheet with the contacts along with their phone numbers and e-mail addresses. Referring to the matrix, determine which jobs from last year are your top leads and begin calling and sending out e-mails to your contacts. Although some of these contacts may not be ready to book for the spring, stay persistent, keeping in contact with each lead every four to six weeks. Continue to do this for 3-5 years if necessary to book a valuable league or school.

Finally, set goals for this next year. Determine which events you want to book and how many new jobs you want to attain. Consider leagues that you want to gain contracts with and other sports that you haven't shot before. Set goals for sales calls per day and a desired percentage of jobs booked to result from these calls. Preparation several months

in advance is the key to a successful spring!

*Candid Color Systems offers great tools for pre-paid and the View First™ sports programs. We offer online proofing, online ordering, order envelopes, password cards, mailing direct to your end customer, software to print paper proofs, an amazing array of sports products, photographer order entry and over 30 years of photography experience!

Kling-Ons™ Are Here!

INTRODUCING
KLING-ONS™
Images With Impact

Many of you have seen the FatHead type products. They are typically giant wall stickers made from images of professional athletes. CCS is now offering the ability to order and produce these giant wall graphics! And the best part is, you use your customers' images!

There are several sizes available ranging from approximately 3 feet to 7 feet in height! The product is shipped in a tube and the material is an all-weather "re-stickable" vinyl. These products are available using our website or our CORE program in all market types except for groups and schools.



Keep these giant wall stickers in mind when creating your product mix for spring sports. Kling-Ons are great for outdoor portraits and sports action shots! Parents AND kids will love them!

