

## Developing Facility Relationships

### “Aquatic Facilities - Expanding USMS Programs”

Session Date: Mar 5, 2022

Presenter(s): Bill Brenner, Mel Goldstein

Description: Workshop on how to identify a facility with potential and present a business plan for a USMS program.

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#### Key Points:

- Objective: Identify pool, approach decision makers, negotiate lane space
  - Do your research, visit pool, look at existing programs & schedule (will masters disrupt or complement the existing schedule?)
  - Art of selling: know your product, logic vs emotion, build relationship, handling “no”
  - Highlight benefits: it’s a program, diversity, revenue, community service
  - Health benefits of swimming: physical, mental, emotional & social
  - Two USMS products: 1) adult aquatic fitness (Masters), 2) adult learn to swim
  - ALTS: instructor certification & training, curriculum, revenue, community service
  - USMS membership: exclusive content, fitness programs, competition, recognition & awards, volunteerism, grants, sponsor discounts, insurance.
  - Coaching leadership: makes swimming fun, write workouts, teaches stroke mechanics, etc
  - Starting a new program: coach, practice times, lane space, revenue & expenses, USMS resources
  - Common objections: limited lane space, lack of coach, staffing lifeguards, funding a new program
  - Follow-Up: Develop a plan, email recap, timetable for next objective
  - Tracking: contact name, facility name, email address, phone #, dates, notes
  - Celebrate! List new clubs on LMSC website, feature article in LMSC newsletter, order a banner & deliver as a gift
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#### Summary:

Tools to help start a masters program at a pool that doesn’t already have one, whether it’s a city park rec pool, health club pool, high school or college pool, native american reservation, military base or private facility. Learn how to “sell” masters swimming programs as a benefit to the facility operator.