

# PLAYER EVAL OVERVIEW

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## How can we help?

PreGame - Call / Confirm / Remind

- The experience starts from 1st contact

Big Hello - Welcome in all circumstances

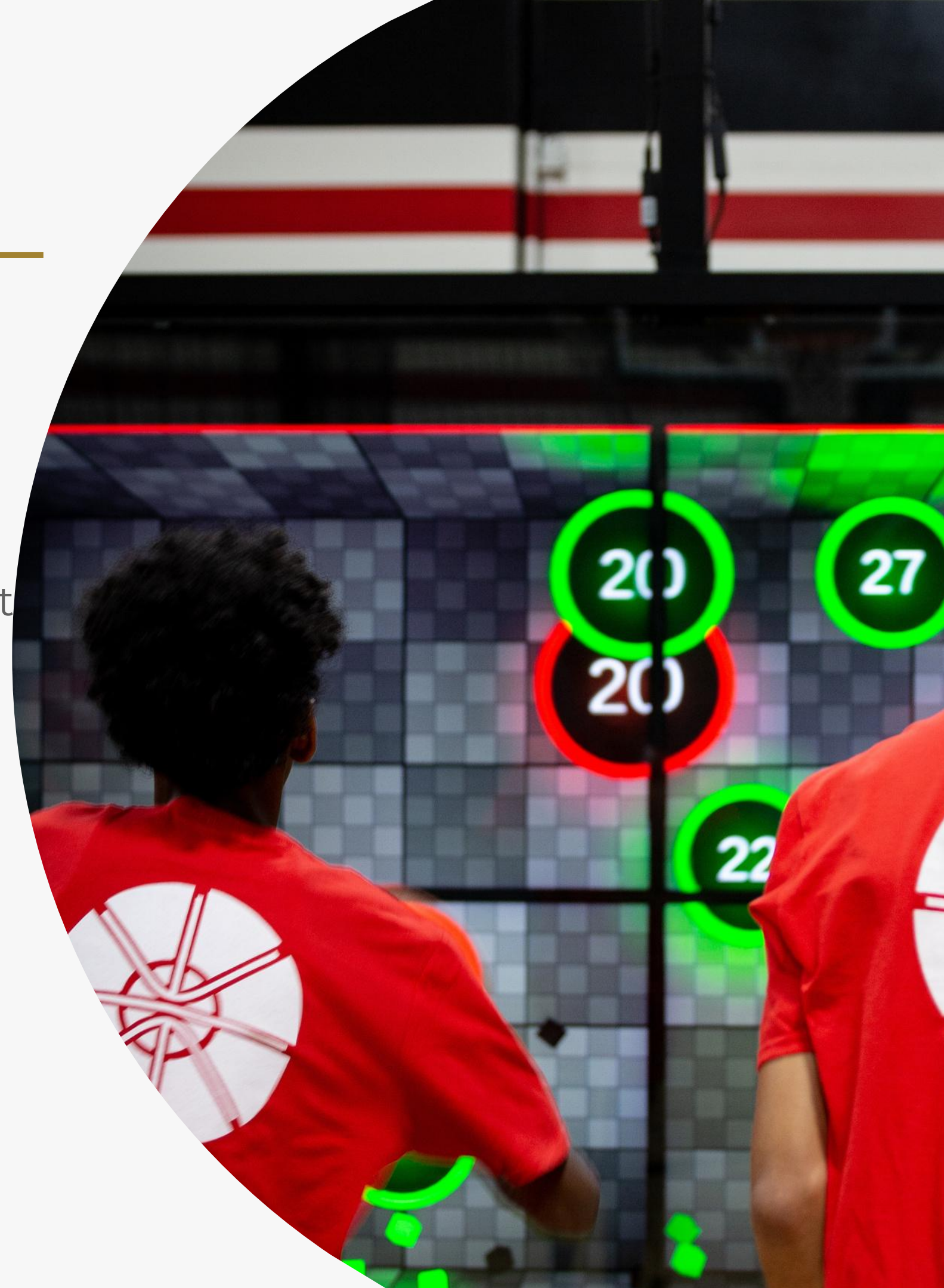
- no problem/glad you are here

Skills Area - Meet the family WOW + Connect

- we are here to learn about them
- once we know we can help
- listen
- no more than 2 min in each activity

Shooting area - Explain benefits

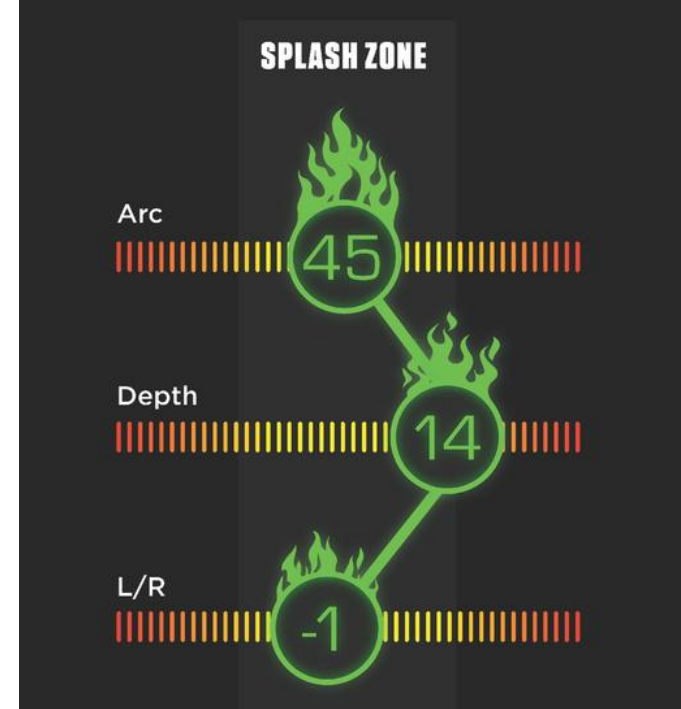
- How can we help their pain?
- You know why they are there - solve and prescribe
- Be exact - you are thebball expert - they are the parent (listen and colab)



## PREGAME + WELCOME



- **GHL:** schedule visits & call - call 3 days before to confirm visit + find out about them- call 2 days before find out more - call day of to remind & create excitement
- ☒ **Big Welcome:** Treat them like a VIP from the moment they walk in.
- ☒ **Never a Problem:** Make them feel like they already belong.



### Why we call

Pre-call engagement increases  
show-up rates by 80%  
(InsideSales research)

## Creating a WIN:

- badge
- VIP welcome
- WOW
- we help you win!

# SHOOT 360 CALL PLAN

Pre-Game Call Plan – Maximize Show-Ups & Conversions

## ✓ **At Booking / Initial Contact – Set the Foundation**

- ◆ Purpose: Confirm the visit, set expectations, and start the relationship.
- ◆ What to Say:
  - “We’re excited to meet [athlete’s name]! What’s their biggest basketball goal right now?”
  - “Are they currently on a team, or are they working toward making one?”
  - “Check your email—there’s a quick form from Shoot 360. Filling it out helps us customize the session for”
  - Establishes a personal connection early.
  - Ensures they complete the form so we can tailor the session. / Sets the tone for an exclusive, high-energy visit.

## ✓ **3 Days Before (Initial Call – Build Excitement & Engagement)**

- ◆ Purpose: Confirm their visit and start building a personal connection.
- ◆ Questions to Ask:
  - “Hey [parent’s name], we’re looking forward to seeing [athlete’s name] at their evaluation! What’s their biggest basketball goal right now?”
  - “What’s been their biggest challenge on the court?”
  - Reminder: “Have you had a chance to fill out the form from Shoot 360? That will help us customize the session!” - Creates a sense of importance and investment.
- **Creates exclusivity and prestige—they feel like they’re getting special treatment.**
- **Increases show-up rates by reinforcing commitment.**
- **Builds excitement and eliminates hesitation.**

## 🔥 **Summary: The Perfect Pre-Game Plan**

✓ **At Booking:** Set the foundation, confirm, and remind them to fill out the form.

✓ **3 Days Before:** Build excitement, gather insights, and personalize.

✓ **2 Days Before:** Strengthen engagement, ask about their game, and confirm focus areas.

✓ **Day Of:** Hype them up, reinforce the VIP experience, and ensure they show.

# SHOOT 360 CALL PLAN

Pre-Game Call Plan – Maximize Show-Ups & Conversions

## ✓ 2 Days Before (Follow-Up Call – Deepen Engagement & Buy-In)

- ◆ Purpose: Reinforce value, create excitement, and personalize the experience.
- ◆ What to Say:
  - “Hey [parent’s name], I was just thinking about [athlete’s name]! We’ve got something special planned for their visit. By the way, do they have a favorite NBA player?”
  - “We want to make sure their evaluation focuses on what will help them most. Are they more focused on improving their shot, handles, or overall game?”
  - Reminder: “If you haven’t already, please fill out the form from Shoot 360—it’ll help us give [athlete’s name] the best possible experience!”
  - Makes the visit feel customized and elite.
  - Builds anticipation by connecting with the athlete’s dream player.
  - **Encourages form completion, so we have more insight before they arrive.**

## ✓ Day of Visit (Excitement Call – Ensure They Show & Feel Like VIPs)

- ◆ Purpose: Final reminder and energy boost.
- ◆ What to Say:
  - “Hey [parent’s name], today’s the day! [Athlete’s name] is going to love this. We’ve got everything set up to make them feel like an NBA player for the day.”
  - “When you arrive, ask for your Official Visit Badge at check-in—it’s part of the VIP experience!”
  - Reminder: “If you haven’t filled out the form yet, no worries—just bring it with you, and we’ll get everything ready
  - Creates exclusivity and prestige—they feel like they’re getting special treatment.
  - Increases show-up rates by reinforcing commitment.
  - Builds excitement and eliminates hesitation.

# SHOOT 360 CALL PLAN

Pre-Game Call Plan – Maximize Show-Ups & Conversions

## The Perfect Pre-Game Plan

- ✓ **At Booking:** Set the foundation, confirm, and remind them to fill out the form.
- ✓ **3 Days Before:** Build excitement, gather insights, and personalize.
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- ✓ **Day Of:** Hype them up, reinforce the VIP experience, and ensure they show.

**Trust the process, and your show-up rates and sales will skyrocket! Need help creating call scripts for staff training?**



## SKILLS AREA

Don't miss this area and these 5 important questions!

When selling a Shoot 360 membership to an athlete and their parent, the goal is to understand their needs, build value, and create urgency. Here are five high-impact questions to ask at the beginning of the conversation, backed by research and sales psychology.

# WHAT ARE YOUR ATHLETE'S BIGGEST BASKETBALL GOALS RIGHT NOW?

### Why it's important:

Studies show that people buy based on emotion first, logic second (Harvard Business Review). Asking about goals gets the parent and athlete emotionally invested in the solution.

According to Forrester Research, 74% of buyers choose the provider that first helps them define their needs.

Helps position Shoot 360's technology and coaching as the fastest path to achieving those goals.





# HOW CONFIDENT ARE YOU THAT YOUR CURRENT TRAINING ROUTINE IS GETTING THEM THERE?

## Why it's important:

- This introduces a pain point—if they're not improving fast enough, they'll realize they need a new approach.
- According to CSO Insights, 71% of sales are won by salespeople who uncover a customer's specific challenges.
- If they hesitate or say "not sure," it opens the door for you to highlight Shoot 360's data-driven training that guarantees progress.

# IS YOUR ATHLETE GETTING ENOUGH HIGH-QUALITY REPS COMPARED TO THEIR COMPETITION?



Highlight the 500+ shots per session vs. 50-70 shots at a typical practice 2hr practice (18/30min vs 500 per 30min).

Most parents overestimate how much training their athlete actually gets. Studies show that deliberate practice is key to skill development (Ericsson, Peak).



**Creates urgency: If other athletes are outworking them, their spot on the team could be at risk.**

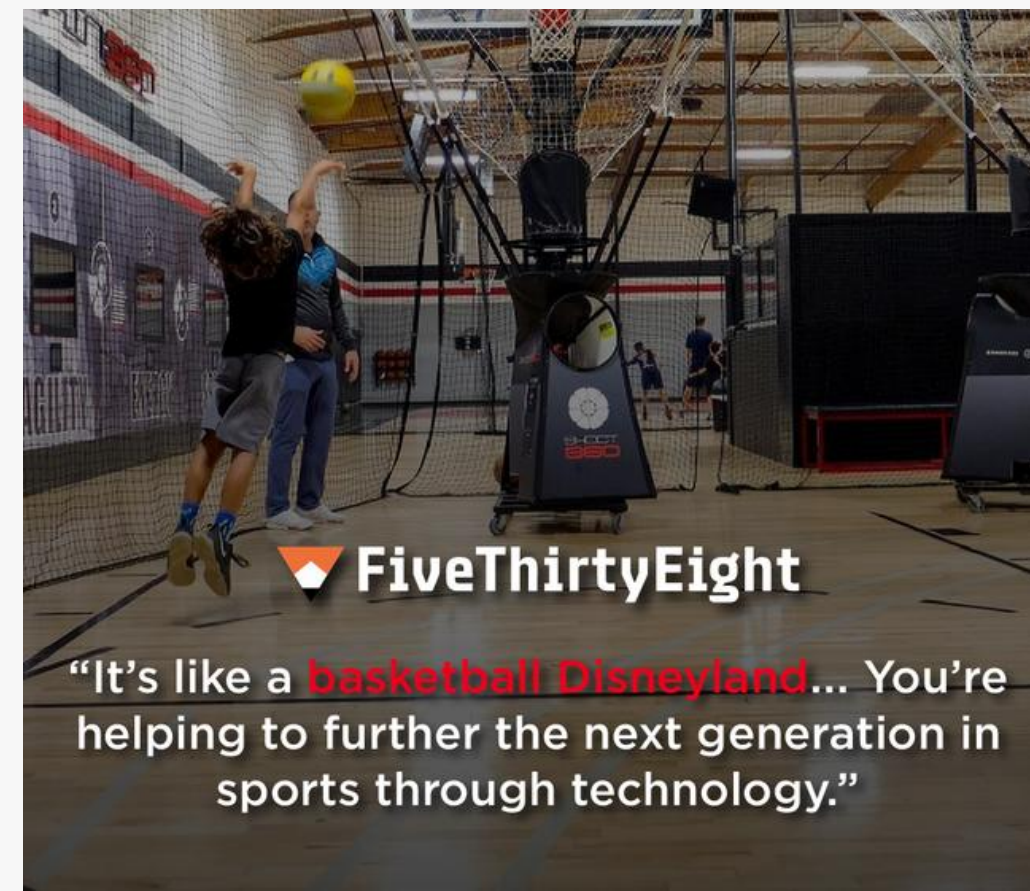
# HAVE YOU EVER TRACKED THEIR SHOOTING ACCURACY AND DECISION- MAKING UNDER REAL GAME CONDITIONS?

- 86% of customers are willing to pay more for services with measurable results (Walker Research).
- Shoot 360's NBA-level analytics provide tracking that school and AAU teams can't offer.
- If they say "No," you can immediately demonstrate the unique value of Shoot 360.

## Skills



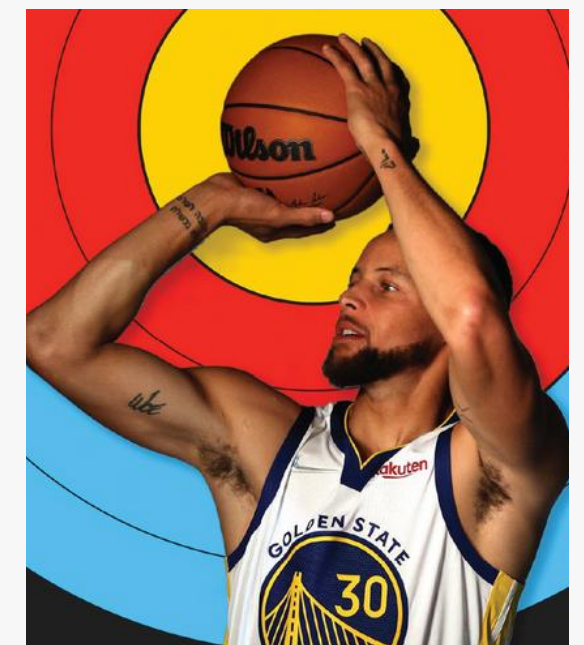
## Shooting



## App



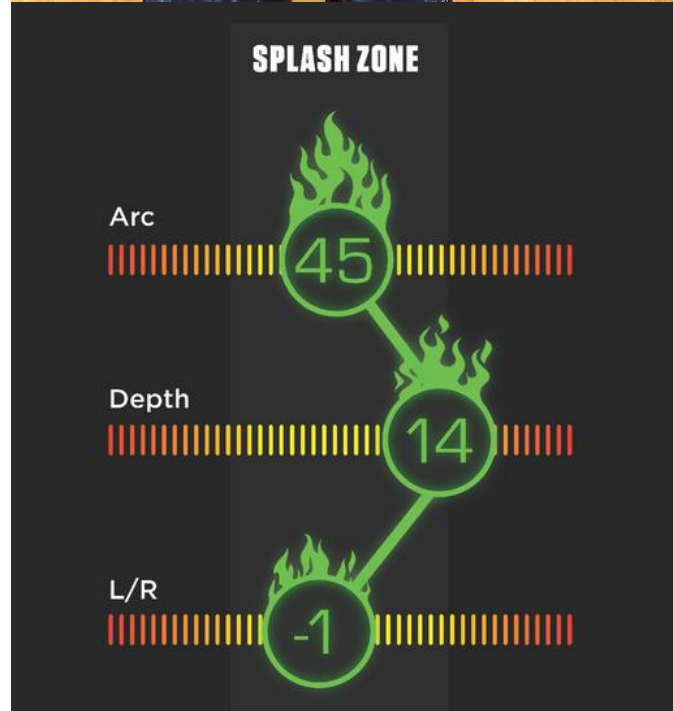
## News & NBA



The NBA's best shooter decided the basket was too big. He used technology to make it smaller.

# HOW IMPORTANT IS IT FOR YOUR ATHLETE TO HAVE ACCESS TO PROFESSIONAL-LEVEL COACHING AND TECHNOLOGY THAT NBA PLAYERS USE?

- **Scarcity Drives Demand:** Studies show that people place a higher value on things that feel exclusive or limited (Cialdini, Influence). When parents hear that NBA players use this technology, it triggers a desire to give their child the same competitive edge.
- **Parental Investment Psychology:** Parents naturally want to give their child every possible advantage. According to Harvard Business Review, people justify high-value purchases when they believe they are investing in a future outcome. This makes Shoot 360 not an expense, but an investment in their child's success.



## Hope Curve

What is the hope level for thier child?

That's why serious players train here. Almost every NBA team uses this technology because what gets measured gets improved. This isn't just extra reps—it's the smartest way to train.

Athletes who train here see results in as little as four training days The ones who stick with it get ahead of their competition. Would you like to get your athlete started today?

**Frame the membership as a necessary step for success, not just another training option.**

# SHOOTING

## Provide a “Wow” Moment – Show Them Instant, Measurable Improvement

### Why It Works:

- People buy results, not just features. If they see immediate improvement, they'll feel the urgency to sign up today.
- Data builds trust—86% of buyers are more likely to purchase when they can see measurable results (Walker Research).



### Make it happen:

- Use the SplashMeter to highlight an athlete's current shot accuracy.
- Make one quick coaching adjustment (e.g., hand placement, arc, footwork).
- Have them shoot again and immediately point out any improvement:
  - “Look at that—your arc just went from 38° to 45°, which is right in the sweet spot for a perfect shot.”
- Turn to the parent and reinforce the impact:
  - “Imagine if we had six months to work with them. We see athletes' shooting percentages jump in just a few months here.”

**If the athlete experiences a quick win, it creates an emotional high and builds urgency to start training immediately.**

# SHOOTING

## **Make It Personal** – Connect Emotionally with the Athlete and Parent



Fact:

- Buying decisions are 95% emotional (Harvard Business Review). Parents don't just want training—they want to feel like their child is in the right place to thrive. Culture of encouragement - no outside trainers

**EVERYONE LEAVES FEELING 3 INCHES TALLER.**

**Make it Happen:**

- Celebrate the athlete's effort and encourage them (even if they struggle):
  - “I can already see your potential. Once we dial in these reps with our system, you'll be a completely different player.”
- Use storytelling to inspire confidence:
  - “We had an athlete just like you, [name], who started here and now he/she is [playing varsity, getting recruited, dominating their AAU team].”
- Turn to the parent and make it about their investment in their child's future:
  - “Your athlete clearly has talent. What we're offering is a proven system to make sure they don't get left behind.”



**When the athlete feels confident and inspired, and the parent feels reassured, they'll both be ready to commit.**

# SHOOTING



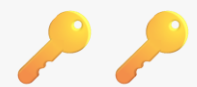
**Close with Confidence**

**Give a Clear Next Step and  
Limited-Time Offer**

- Most sales are lost due to lack of a clear ask. 90% of customers are more likely to say yes if given a specific next step (Salesforce Research).
- Scarcity creates urgency. People fear missing out on opportunities (Cialdini, Influence).

## – Make it Happen

- Turn to the athlete:
  - “So, [athlete’s name], what do you think? Does this feel like the place that’s going to take your game to the next level?”
- Turn to the parent:
  - “We’re ready to get [athlete’s name] started. Since you came in today, we have an exclusive first-visit offer: If you sign up now, we’ll include a free personal training session with one of our pro trainers. That way, [athlete] gets an even faster start.”
- Use a “Yes” or “Yes” close:
  - “Would you like to start with the month-to-month membership, or go all in with our three-month plan to lock in the best rate?”



**Always assume they are signing up—people respond better to confidence. By offering a limited-time bonus, you eliminate hesitation and make it easier to say yes today.**



# POST GAME

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- TAKE PICTURE & POST
- REVIEW + FOLLOW
- CELEBRATE NEW MEMBER ON SLACK
- UPDATE ON GHL