

Tom Burgdorf's
Handling Difficult Team Parents

Your dream gym. Your future happiness and financial security. The gym, a development of hours and hours, and months and months of planning and preparation. Satisfying 99% of your customers, and yet, headaches and sleepless nights. "What am I doing wrong?" "Is this really what I want to struggle with for the next 30 years?" "How do I solve these situations that I seem to face every day?"

Do you think you are alone? Think again.

Even terrifically run gyms have that 1% of "rarely satisfied" customers. Not only are they rarely satisfied, but they tend to be vocal, with a desire to include others in their dissatisfaction with the product they are buying from you. YOUR PRODUCT that 99% of the other families love.

You will rarely go very long, satisfying everyone. A few disgruntled customers are par for the course with our types of businesses. Accept that you will have the occasional challenge of a parent trying to change your business and sports methods.

The time-worn business phrase "the customer is always right" is a joke. (My opinion.)

Communicate with the dissatisfied customer and try to work things out. If their solutions are things that could change, or you see them as positives for your gym, great. If their solutions aren't something you can do, let them know, and they should decide to stay and accept your position or move on to another gym. If they stay they agree to stop the negativity toward the gym and the staff. They cannot negatively affect the other satisfied parents in the gym.

You control the situation. Give them 6 weeks to prove that they will be a positive member of your gym. If they become an asset to the gym, great job. If they don't, you have a responsibility to yourself, your other satisfied parents and your staff to act.

If you choose to keep a negative, undermining team parent, you are accepting the stress, headaches, and business repercussions.

Be strong and be protective of everyone who loves what you are doing.

Key: If you are a non-confrontational person, include another staff member or two in your discussions with the problem parent.

You deserve to jump up every morning with excitement because you own and control your dream.

Share if you think others will benefit. Leave a comment, I like the feedback.

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