

The Business Side of Calling

GSI Caller School



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Develop a business plan by defining your goals as a caller.

a. Immediate

- Find a mentor, join local caller association
- Study, learn, attend clinics
- Buy some cheap equipment
- Attend dances and do guest tips

R & D, HR, Logistics

R & D, Logistics

Purchasing

Sales & Marketing, Logistics

b. One – Five Years

- Join a national association (CALLERLAB, ACA)
- Buy some better cheap equipment
- Continue to learn
- Start teaching classes and booking dances

R & D, HR, Logistics

Purchasing, Maintenance

R & D

Sales & Marketing, Accounting

c. Five years and beyond

- Buy some more better cheap equipment
- Expanded activity – weekends, trips, etc.
- Accept association leadership roles

Purchasing, Maintenance

Sales & Marketing, Accounting

Management, HR



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Sales & Marketing

You are the Sales Manager responsible for positioning the product - YOU.

- Pricing
- Scheduling
- Promotion and advertising
- Appearance and professionalism

Purchasing & Logistics

Purchasing is the first link of the logistics supply chain and has the most impact to net profit.

- Equipment
- Records
- Clothing
- Travel

Accounting

Good accounting practices can show trends and dictate smart budget decisions.

- Taxes / Bookkeeping
- Record Keeping



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Research & Development

Square dancing is a developing activity and constantly changing.

- Note Services
- Reference Library
- Clinics and Schools
- Feedback from dancers

Maintenance

Considered “non-value added” expense, but if ignored, the result can be very costly.

- Equipment
- Self/Voice

Personnel – Human Resources

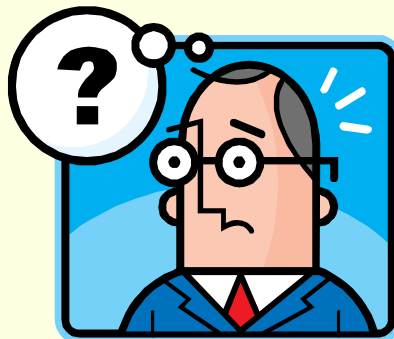
Always the “X” factor in any business.

- Club and association officers
- Professional peers

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QUESTIONS



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ANSWERS