

“Why Should I Certify?”

Best Practices

When asked the question, “Why should I certify?”, in the many forms in which it will come, **ask questions as a first response**. There is no need to begin listing value statements as what you list may have no relevance for them. The need is to build rapport and to determine the value points that are relevant to the individual or group. Why do they bowl? What are they passionate about? What is important to them?

- Ask questions to build rapport (acknowledge areas of common ground).
 - ✓ Where do you live?
 - ✓ What do you do for a living?
 - ✓ When did you start bowling?
 - ✓ Who got you started?
- Ask questions to determine their “why” or what is important to the individual (acknowledge areas of common ground).
 - ✓ Why do you bowl?
 - ✓ What about bowling is most important to you
 - ✓ Do you have children/grandkids? Do they bowl?
 - ✓ Do you bowl tournaments? Which ones?
 - ✓ Are you a veteran or active military?
 - ✓ Why do you currently certify?
 - ✓ Why do you not certify currently?

Have a conversation not a confrontation.

- Only after asking such questions and listening carefully will you be able to discern the value points to voice as the answer to their original question. Speak only to the areas that are relevant, important and have value to the individual. The value points voiced should typically begin with the most relevant benefits for the individual, “What’s in it for me?”. Follow with the pertinent benefits for others and to bowling as relevant to the individual.
 1. What’s in it for me?
 2. What’s in it for others?
 3. What’s in it for bowling?

1. What's in it for me?
 - ✓ **A Future for the Sport** – Rules, Standards, Governance
 - ✓ Robust member rewards program (BenefitHub, Nationwide, etc.)
 - ✓ Recognition (awards, certificates, Hall of Fame)
 - ✓ Protection of league revenue (bonding)
 - ✓ Certified Average
 - ✓ Tournaments for all ability levels
 - ✓ Support (customer service)
 - ✓ Bowl.com (website & app)

2. What's in it for others?
 - ✓ **A Future for the Sport** – Rules, Standards, Governance
 - ✓ Charities (Susan G. Komen, active military & veterans, Special Olympics)
 - ✓ Youth scholarships (SMART)
 - ✓ Youth development (Junior Gold, high school & collegiate programs)
 - ✓ Tournaments for all ability levels
 - ✓ Hall of Fame (local, state & national)
 - ✓ Registered Volunteers Program (protecting youth)

3. What's in it for bowling?
 - ✓ **A Future for the Sport** – Rules, Standards, Governance
 - ✓ Integrity of the game (Rules, lane & equipment certification)
 - ✓ Promoting growth through youth development & community outreach
 - ✓ Support (national & local customer service)
 - ✓ Hall of Fame
 - ✓ Tournaments for all ability levels
 - ✓ Team USA & Televised major events (Open, Masters, Queens)
 - ✓ Evolving equipment & specifications (science)

It is important to continue asking questions as you speak to relevant value points. For example, if you determine the individual has grandkids, you may ask, "Is it important for your grandkids to have scholarship and development programs available?" Asking confirming questions such as this helps gather the "yeses" necessary to walk the road toward a new certified member and/or league.

Be proactive; don't wait for the question to be posed, start a conversation!