



PERFORMANCE CYCLING CONDITIONING

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From Frazier Cycling: Issue and Questions in Youth Cycling Development #12 The Importance of Coaching Fees for Juniors Part II

Ralph Frazier and Kelli Rogan- Frazier Cycling

Frazier Cycling's Atlanta-based Junior Development Program was developed by Ralph Frazier and Kelli Rogan. Ralph has over 35 years of cycling experience as an endurance and marathon racer and a coach. Kelli has 10 years experience of coaching juniors and masters as well as an impressive track and race racing career. Frazier Cycling has a mission to develop the next generation of cyclists with an appreciation for the sport, life-long physical fitness, sportsmanship, teamwork and commitment. As the southeast's largest junior development program, they have been recognized by USA Cycling

Frazier Cycling

News as "an excellent model for other junior development initiatives"...focusing on "character as much as athletic ability." The 2008 Frazier Cycling Juniors team holds 9 state championships and 9 national medals, including 2 national championship titles.



Kelli Rogan

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In Part I, Coach Kelli and I shared our view of the importance of charging coaching fees for juniors. We expressed our belief that making coaching a profession actually helps grow our sport. We discussed the importance of providing quality services for compensation. We discussed the inherent accountability that goes along with charging for services. Lastly, we discussed setting your coaching fees. **Chain Link** to Part 1 click [HERE](#).

In this article, we will discuss some challenges of charging fees, justification, billing and collection of payments, and fee increases.

Challenges of Charging Fees

There may be some criticism once you begin to charge juniors coaching fees. This is something we discovered a few years ago when we stepped up our recruiting efforts to gain new junior team members. Although we recruit our juniors from other sports, we were surprised to receive criticism from those in cycling community that we were charging fees. We found that with other sports from which we recruit kids, the parents have an expectation and the regard that coaching is required in order for their youth athlete to properly learn, understand, and have success in the sport. They expect a professional coach to teach their youngster the skills, rules, and "plays". Furthermore, they expect the same professional coach to preach sportsmanship, discipline, and fair play. These parents consider coaching a necessity and a profession. Furthermore, these parents expect to pay for the services of a coach. As we pointed out in our last article, this view that coaching is a profession is a goal of USA Cycling and a passion of Frazier Cycling. We have discovered that other sports have this view of coaching and for cycling to win over athletes; parents must have this view of cycling coaches.

Justification

Simply said, you must have the self-confidence that your services are worthy of compensation. There's



Ralph Frazier

not much more we can say about it. As a coach, you have the training, understanding, and desire to provide coaching services to others. You must have the view that your time and expertise has value for your clients.

Collection of fees

For the most part, collection of fees is not an issue. We bill our parents and clients every quarter and we allow a two week grace for payment. After two weeks, there is an additional charge. We have found that most parents and clients make regular and complete payments without failure. But you can count on a few that, for whatever reason, will pay late, or they will make only a partial payment. Fewer will be months behind and make only partial payments. This is the ugly part of the coaching business - collection. Perhaps, "collection" is one of the main reasons cycling coaches have traditionally not charged fees!

There are personal/private details that can be tips that a client or parent may have difficulty making payments. Getting personal/private information from your clients can be awkward, but most agree that you, as a coach, should know about any health issues. Furthermore, as a coach and a business, you should know about other personal/private issues such as divorce, bankruptcy, and employment status (client/parent). From our experience, these situations often indicate that there will be payment difficulties.

The best advice we can offer is to try and work with those clients who repeatedly have "difficultly" making their payments. Some situations may be temporary. For these clients, we've worked out terms for partial payments for a period of time. Also, we've offered the scholarships discussed in Part I to help out. We prefer to keep the client, especially if the client is a junior. As a business, we need to make money, but we must remember that our mission "to grow the sport" is paramount.

Fee Increases and New Fees

There are various reasons why it will be necessary for you increase your fees. It is probable that your business expenses will increase to a point when you may be forced to increase your fees. Another reason to increase your fees may not be as obvious. For example, with time your expertise and abilities as a coach will likely improve. As a result, you should be able to provide higher quality services, for which you deserve greater compensation. Indeed, your increased experience and improved abilities can lead to providing additional services. This happened for us at Frazier Cycling. When we began our company, we dealt exclusively with young juniors, ages 10 to 12. Today, we coach all juniors, ages 10 to 18. Over the years our team's membership and abilities grew. They began to need more coaching services, such as training with power, more testing, and personalized plans. For the new programs, we set new fees.

We announce our prices for new coaching programs on our website. Additionally, we typically schedule meetings with our team parents to announce new programs and new prices. This allows for interactive questions and answers. Similarly, we do the same for fee increases. Normally, we make the announcement three months in advance of the effective date.

Of course, it would be a lot easier to not charge for coaching services – you don't have to worry about how much to charge, how to collect the fees and what to do if you don't get paid. Recruiting or maintaining clients may or may not be easier, though, as clients may have a perceived value of your services in that you get what you pay for. You have to charge the client for your time and expertise.

Our topic for the next issue will be a discussion of our Wednesday night practices. This practice is the foundation of our program and how we use the "team approach" to coaching juniors. [O]

Coaches,

Camp Frazier, our July 12-17 cycling camp for juniors, is now open to coaches who are interested in how we train our juniors using the team approach. Coaches will participate with the junior cyclists aged 10 – 18 and gain first-hand experience working with our program. For more info go to www.fraziercycling.com.

Got a Youth Development Question?

If there is a particular topic you'd like us to discuss or if you would like to share a junior coaching experience or ask a question, contact us at 770-513-8640 or info@fraziercycling.com. We will publish your requested information in the next issue as space allows.



2011 Camp Frazier
July 12-17 at King College, Bristol TN
6th Annual Summer Road Cycling Camp for Juniors
Camp Open to Parents and Coaches



 Junior Camp Series
Register on-line at BikeReg

info at www.fraziercycling.com