

FREE KIT FOR TABLE TENNIS ACADEMIES

Price it right.

The table tennis academy's pricing and policies kit. Price coaching, practice, leagues and table hire so every hour in the hall pays, and copy ready-made policies for no-shows, venue changes and waitlists.

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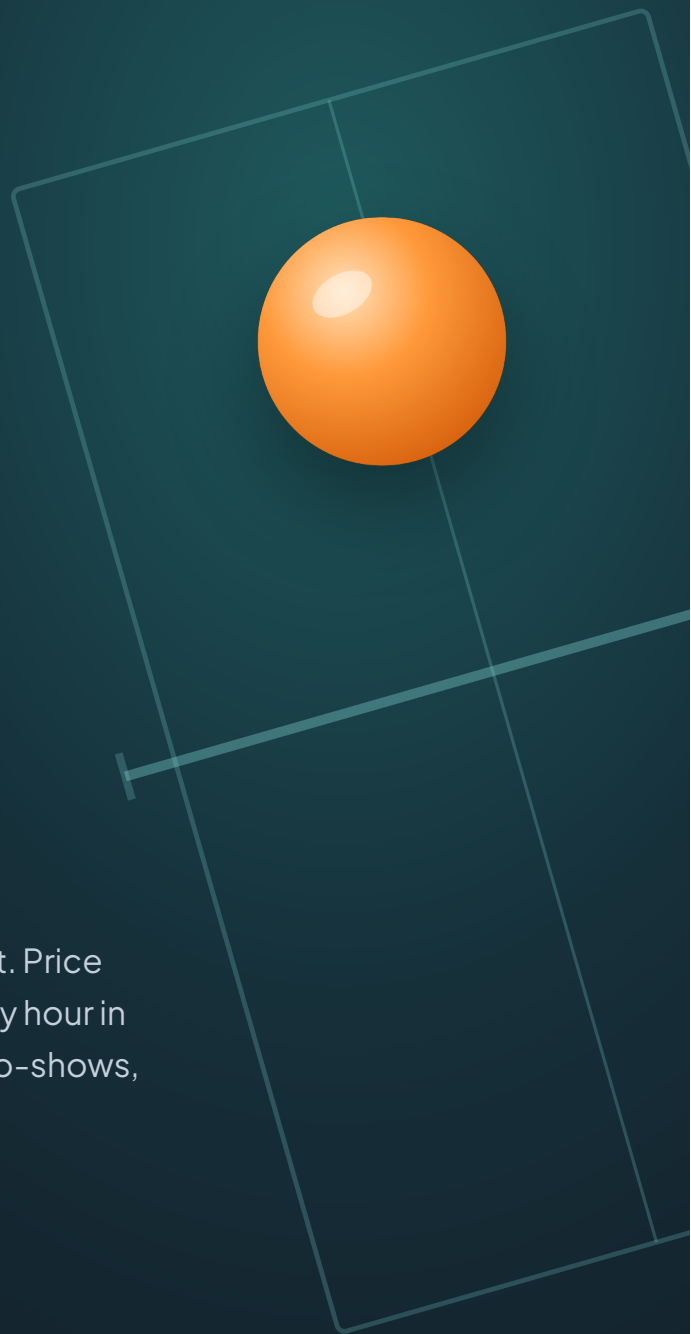
simple worksheet to find your real cost per table and per player

4

formats priced: coaching groups, club practice, leagues and lessons

5

policies to copy: no-shows, venue changes, waitlists, payments and guests



What does one hour at the table really cost you?

Most clubs set prices by checking what the club down the road charges. Start with your own costs instead. Then you know the lowest price that still pays.

$$\frac{\text{Hall share + coach + admin and fees + balls}}{\text{Players in the session}} = \text{Cost per player}$$

Cost for one coached hour on one table	Example	Yours
Table and hall · a fair share of hall rent, tables and nets	\$15	
Coach · what you pay them, or what your hour is worth	\$50	
Admin and payment fees · bookings, messages, card fees, insurance	\$5	
Balls and equipment · training balls, robot and multiball wear	\$2	
Total cost per coached table hour	\$72	

\$72

Private lesson floor. One player pays the whole hour. Anything below this and you're paying to coach.

\$15.75

Cost per player for a group of 8 on 4 tables with one coach (\$126 an hour). Add your margin on top, for example 30%, and you get about **\$20.50** per player.

Group coaching is where the margin is. One coach can run 4 tables with 8 players, so the coach's cost is shared. Club practice with no coach costs about \$15 a table here: four players sharing a table at \$10 for two hours earns \$20 a table hour, which covers it. That's fine: practice keeps players playing between lessons and feeds your groups. All figures are examples. Use your own costs and currency.

Four formats, four ways to charge

Each format has a different cost and a different value to the player. Price them so each one does its job.

PER TERM, UPFRONT

Coaching groups

Your best return per hour, and where players improve fastest.

- Sell coaching as a **term paid upfront**, for example 10 weeks, not one week at a time.
- Set a maximum of **2 players per table** and charge the same whether it's full or not.
- Price by level: a performance squad with a top coach can charge more.

DROP-IN, PASS OR MEMBERSHIP

Club practice

Your front door. It brings players in and keeps tables busy.

- Offer drop-in, a **10–visit pack** and a **membership**, so regulars save by committing.
- Charge members less than guests, so membership is the obvious choice.
- Cap players per table, so everyone gets enough time playing.

PER SEASON OR EVENT

Leagues and tournaments

Competitive play people will pay for, and a big reason they stay.

- Charge **one fee per season** for teams and ladders, or per event for tournaments.
- Collect payment when players sign up, so teams are locked in.
- Include balls, results and a small prize, and show it in the price.

PER LESSON OR PACK

Private lessons

Your highest rate per hour, because the player gets all of you.

- Charge more at peak after-school times, less for quiet daytime slots.
- Shared lessons: each player often pays about **55–65%** of your private rate.
- Sell **5 and 10 lesson packs**, paid upfront, with an expiry date.

Check the per-table sum. Club practice with 4 players at \$10 for two hours earns \$20 per table hour. A coaching group of 2 per table at \$25 earns \$50 on the same table in the same hour. Know which formats pay best, and give them your best tables and times.

Get paid upfront and keep players committed

When players pay ahead, they turn up more and stay longer. You get steady cash flow and less chasing.

Option	Example	Why it works
Practice 10 – visit pack	Pay for 9, use within 3 months	The natural next step after a few drop-ins
Monthly membership	Unlimited club practice and member table rates, billed monthly	Staying is the default. No decision to make each month
Coaching term	10 weekly sessions, paid upfront	Players commit to the whole term and show up
Member and guest table rates	Members pay less to hire a table	Gives guests a reason to join
Holiday camp	3–5 day camp in the school holidays	Keeps juniors playing when the routine breaks
Beginner bundle	Beginner course plus 2 practice sessions	Builds the next step into the first purchase

Three rules for discounts

Take payment at booking.

The single biggest fix for unpaid sessions and no-shows. Players expect it, and you stop chasing.

Discount for commitment.

Reward players who pay ahead or join, never just anyone who asks.

Always set an expiry.

Without one, you carry unused visits for years and can't plan around them.

Keep it simple. Two or three options are easier to sell than ten. If a player needs a calculator, it's too complicated.

Clear rules mean fewer awkward conversations

Copy these into your booking page and welcome message. Change the words in teal to suit your club.

Cancellations and no-shows

COACHING, LESSONS AND TABLE HIRE

Please give at least **24 hours'** notice to cancel a coaching session, lesson or table booking, and we'll give you a credit. For club practice, cancel at least **2 hours** before so someone on the waitlist can take your spot. Late cancellations and no-shows are charged in full. If we cancel, you'll always get a credit or a refund.

Venue changes and holidays

ALL SESSIONS

If our hall becomes unavailable, we'll tell every player by **the day before** and move the session to **another hall or day** where we can. If we have to cancel, you get a **makeup credit**. Terms follow **the school calendar**, and there are no sessions on **public holidays** unless we say so.

Booking window and waitlists

PRACTICE AND LEAGUES

Bookings open **7 days** ahead at **8 am**. When a session is full, join the waitlist. If a spot opens, the next player in line is offered it and has **2 hours** to accept before it moves on. Tables are assigned by level, so please book the level that matches yours.

Payments

EVERYONE

Sessions are paid when you book. Terms are paid upfront, and memberships are billed automatically on the **1st of each month**. If a payment fails, we'll send a reminder with a pay link. If it's still unpaid after **7 days**, bookings are paused until it's settled.

Guests and taster sessions

NEW PLAYERS

Members can bring a guest to club practice for **guest price**, up to **2 times a month**. New players can join a taster session for **taster price**. If you buy a pack, term or membership within **7 days**, we'll take the taster price off.

What makes a policy work

Short

A player should understand it in one read. If it needs a paragraph of exceptions, simplify it.

Fair both ways

If players lose a session for a no-show, they get a credit when you cancel.

Applied every time

One exception becomes the new rule. Let your booking system enforce it, not you.

How to chase a late payment, kindly

Most late payments are forgotten, not refused. A friendly, automatic schedule gets them paid without an awkward chat at the end of a session.

DAY 0

Friendly reminder

"Hi **name**, a quick reminder that **term fee** is due. You can pay here: **link**. Thanks!"

DAY 3

Second nudge

"Just checking you saw this. Here's the link again. Reply if anything's wrong and we'll sort it."

DAY 7

Final notice

"We need payment by **date** to keep your bookings active. After that, bookings are paused."

Put policies where players agree to them. Show your policies at booking, so players accept them before they pay. Then there's nothing to argue about later.

How to put prices up and keep everyone

Your costs go up every year. If your prices don't, your margin shrinks. Small, regular rises with plenty of notice rarely cost you players.

When

At the start of a new month, term or season. Never in the middle of a series players already paid for.

How much

Small and regular beats big and rare. A little each year is easier to accept than a big jump every few years.

Notice

Give 4–6 weeks. Honour every pack already bought at the old price.

Price change message

[COPY AND SEND](#)

Hi **name**, thank you for playing at **academy**. From **date**, **format** will be **new price**. This helps us cover rising hall costs and keep investing in **one improvement, e.g. a new robot or tables**. Packs you've already bought keep their current price. As always, reply if you have any questions.

Show players what they get for the money

Better practice

Tables assigned by level, so every hour is worth the trip.

Easy booking

Book and pay in seconds, with waitlists and venue changes handled.

Visible progress

Goals, skill tests and coach feedback in their app.

Expect a few questions, not an exodus. Answer each one personally and briefly. Players who enjoy their games rarely leave over a small, well-explained rise.

Set it up in one afternoon

Work through this list once, then review it every year when you set new prices.

COSTS

Know your numbers

- ☐ Fill in the cost worksheet on page 2
- ☐ Work out your private lesson floor
- ☐ Work out cost per player for groups and practice

PRICES

Set your prices

- ☐ Set coaching term and private lesson prices
- ☐ Set drop-in, pack and membership prices
- ☐ Set league, tournament and table hire rates

PACKS

Get paid upfront

- ☐ Create practice and lesson packs with expiry dates
- ☐ Offer a monthly membership with automatic billing
- ☐ Build a beginner bundle and a holiday camp

POLICIES

Write your rules

- ☐ No-shows, venue changes and waitlists
- ☐ Payments, guests and taster sessions
- ☐ Show them at booking, so players accept them

One last check: look at your table bookings for next week. Are your best-paying formats in the busiest slots? If not, move them there first.

Prices, packs and policies that run themselves

Everything in this kit works on paper. It's far easier when your booking system enforces it for you. That's why we built Outcoach.

Every format

Coaching groups, club practice, leagues and lessons, each with its own pricing.

Packs and memberships

Visit packs, terms and recurring memberships, billed automatically.

Paid at booking

Players and parents book and pay online from your own booking page.

Automatic reminders

Overdue invoices get reminders with a pay link, without you chasing.

Waitlists and makeups

Full sessions keep a waitlist, and cancelled sessions issue makeup credits.

Table hire too

Members and the public book and pay for tables online.

Get paid on time, every time

Outcoach brings coaching groups, junior squads, club practice, leagues, private lessons, table hire and payments into one app, with AI that does the admin for you.

Start your free trial at outcoach.io

Questions? Email support@outcoach.io and a real person will get back to you.