

The Sports and Coaching Camp Business Guide

Customer interview sheet

Add your details and work through this sheet with your team.

Camp / programme

Prepared by

Date

Interview date

Date

Customer type

Parent, adult participant, club, school, employer, or other

Permission to record or keep contact details

Method and scope, where required

Ask:

- What did you book or do last time you needed this kind of activity?
- What was useful? What was hard?
- Which dates, hours, and location would actually work?
- What would make you rule out a camp?
- What do you need to know before paying?
- Who makes the decision, and who pays?
- What other choices would you compare?
- What support, equipment, or travel questions matter?

Observed facts

Past purchases or concrete needs

Opinions or guesses

Keep separate from facts

Exact useful words

Short notes, without unnecessary private information

What we learned

One or two findings

What we still need to test

Assumption

Do not treat polite interest as a booking. Do not add the person to marketing without the required permission or other valid basis.