

***This is happening in
your golf club now***



***my59 and your time
is the simple solution***

Marketing spend is a limited resource, when it generates an enquiry or leads a member to refer someone to join - they call the club and;

- you **fail** to 'sell' the club **62%** of the time, by neglecting to discuss your USP's - the things that really make you stand out from the competition
- you **fail** establish the prospects playing ability **91%** of the time
- you **fail** to promote the idea of attending a show round appointment at the club **52%** of the time
- worst still, you **fail** to request a name & telephone number **50%** of the time, only **5%** requested an email & home address

A prospective member arrives at the club interested in membership and;

- you **fail** to understand their main 'purposes' for the membership **60%** of the time
- you **fail** to relate your club offerings to their 'membership requirements' **73%** of the time
- you **only** offered them a drink **26%** of the time
- after their show-round, you **forget** to ask them to join **91%** of occasions, further failing to attempt to overcome the sale objection **100%** of the time
- worst still, **only 6%** of membership secretaries actually pick the phone up to 'chase the sale'

When it comes to group golf enquiries and visiting golfers, you don't always look after them either;

- you **only** send them their golf society quote **20%** of the time, and **fail** to follow that quote up with a call **96%** of the time
- when it comes to *upselling* the message is tragic, **only 11%** attempt to sell additional items in the pro shop, you **fail** to *upsell* hire items **87%** of the time, only **17%** promote drinks and snacks, plus the bar staff **fail** to *upsell* additional food and drink items **72%** of the time
- **33%** of golfers when playing the course have not been made aware where the yardage markers are measured to, only **9%** have been informed if there are on course F&B facilities available and just **17%** are reminded of player etiquette
- but all is not lost, the industry is happy with your course condition **79%** of the time, which takes into consideration the tees, fairways, bunkers, greens and so on... ***so if you rely solely on having a good course you might be happy with this, BUT, if you value your sales, service and reputation – we need to act fast!!***

Why we recommend my59...

59club www.59club.com have been analysing the customer journey in golf for nearly 10 years now working with over 150 clubs. Its product works with clubs whose green fees range from £12 to over £200, who have no joining fees, have flexible memberships and ones who have joining fees well over £10,000. We work with totally private clubs, with commercial clubs and with resorts... our systems are totally flexible whatever model you run your club on.

You may well say this is not us and that you do not believe the numbers. Trust me the above refers to the majority of clubs, staffed by really nice people, but miss-directed and poorly trained.