

GOLF COACHES ARE LEADERS, NOT SERVANTS

by Ian James,
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Last month we talked about the need to create coaching programs that will attract or inspire the less-skilled golfer. Whether it's "Break 95" or "Beat the Bunker Blues" or "Lose your slice," all of these are more attractive propositions than a page of advertised lessons to the golfer who struggles around the 100 mark.

And this principal applies to all categories of golfer, whether they're a recreational hack or an engaged player with high aspirations. Each of them is somewhere on a

pathway from beginner to committed expert—regardless of just how far down that path they'll be able to travel. You should be creating programs that are specifically targeted at golfers representing each of the various stages. You're

Do you think you've got the potential to go lower than 85 most times? **BREAK 85**

Get it out of the trap and onto the dance floor every time **Beat the bunker blues**

Lose your slice



Inspire

Engage

Convert

Retain

You should be able to use clever program titles promising improvement and fun to the target golfer.

trying to lead your students a good long way down that critical path.

Not just for the feel-good aspect, either. A committed golfer will spend a lot more money than a recreational

golfer and is a far more secure revenue asset to your facility or club.

Regarding our path of progress, I'm careful not to say "as far as they want to go." The golf industry needs you, as the coach, to inspire golfers to go farther than they might otherwise invest in going.

The reason the industry has golf coaches isn't to teach people grip, stance, posture,



swing path and swing plane. Primarily we need coaches to reach out and transition people from learner to recreational golfer. Then we need you to nurture golfers down the pathway from “recreational” to “engaged,” with hopes you’ll be able to coax as many as possible up to the “committed” level.

Your ‘why’ for the industry is “more golfers playing more golf.” Your ‘how’ is “helping golfers to get more fun, enjoyment and performance out of their golf game.”

If you think your role is providing a “service” to the industry and to golfers, then either your management is misguided or you yourself have mistakenly embraced *a role that has no commercial objective*.

You’re Now the Leader

Where once it might have been reasonable to view the golf professional in a more-or-less servant role toward members, we must beware that

restriction now. You’re expected to be a guru, an expert and even more—you’re looked to as a bona fide leader.

It’s true that many owners and managers don’t appreciate the value the coach can bring to their operation. Therefore it becomes your job, and the job of your group and your association’s leadership, to communicate your potential value and to increase your audience’s appreciation of just how much value you can deliver. It helps if you see your role as having very definite commercial objectives that should be managed in terms of golfers created, golfers retained, rounds played, memberships purchased, equipment sold and anything else that you can directly influence.

Each month we create recommended engagement events for our customers. The purpose of each engagement is to provide the customer both fun and value in the 5 to 10 minutes they’re participating in the event. We acknowledge that the customer must come first.



In the movie “Despicable Me”, all Gru wanted was to be was an arch-villain but he had an army of minions (and two inherited daughters) who wanted more from him.

I meet many, many golf professionals who just want to teach or manage.

The golf world in the US has 24 million minions looking for leadership.

Someone needs to step up because we’re losing a million minions a year.

But, in that 5 to 10 minutes, it is the golf professional's job to learn more about the customer and to inspire them to invest more in their golf game, whichever strategy may be needed to do so. It could be a matter of ensuring they're booked for their next round, or persuading them to play in the next club event, or influencing them to join a practice club. Alternatively you could sell them on a coaching program or simply get them to see you for a swing and equipment assessment.

Professionals are inclined to reject that role. I'll hear some of you say, "I'm not a car salesman." Indeed not—you're a "game-of-golf sales person." And, as noted, I prefer to frame that as you're a leader, but what we badly need in our industry is revenue. So step up. You can't be the master villain—it wouldn't be fair to all your minions. **PG**

Blast it and win!



Saturday 4th June from 3pm

Join us on 4th June from 3pm for a Blast it and win event.

Let's test your skills around the bunkers and see how much we can improve your game with simple tips and adjustments to your play.

Contact us now or book in store and let's set you on the route to better golf and more fun!

[Contact us](#) 

Every golfer you engage with, even for just 5 minutes, is an opportunity to lead them to play more golf, participate in more events, and enroll for a coaching program.

Do much less selling in your Marketing



We create Campaigns and Content that inspire golfers to engage with their expert.

For world class marketing designed to drive more customers, contact Rick Williams on 215-622-6324 or rickwilliams@retailtribe.com.

Coaching works

Big reasons to swing on plane



**And golfers will buy a whole lot more from you,
worrying less about price.**