

Create a Product Based on Results. Explain it Clearly. Increase Your Earnings.

By Ian James, CEO, RetailTribe

If your intention is to persuade more golfers to invest in your coaching you need to present them with a meaningful “proposition.”

To do that you must start with a results-driven product. Formulate that product then clearly describe the results it delivers. Now you’ve got a way to sell a lot more coaching programs than you’ve previously been selling.

Teaching professionals tend to be informal and casual about their proposition to the golfer. They put out a vague message about being “available to help you with your game.” Being available isn’t good enough. Being informal isn’t good enough. Having no written proposition doesn’t cut it. Likewise with having a written proposition that nobody sees—it doesn’t help the cause.

Having a written proposition that is the context for all of your communication and coaching activity is a must. You need to make it the foundation of your marketing effort. Here’s a simple objective: By the end of the 2014 season, 50 percent of your target audience will have seen and heard your proposition and had no trouble understanding it or appreciating its value.

Let’s start out with the obvious question: Do you have a proposition that is written down? If you don’t, you are making things tough on your target customer. If you’ve got something close to a proposition but you go around explaining it inconsistently then your potential customer will struggle to remember it and appreciate it.

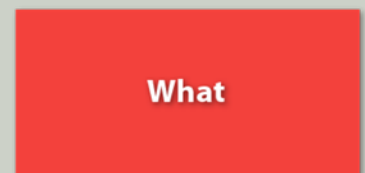
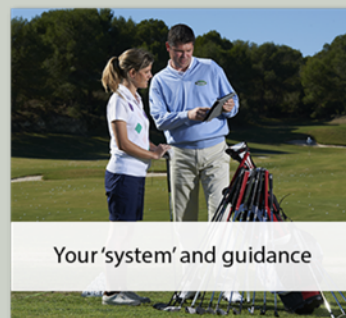
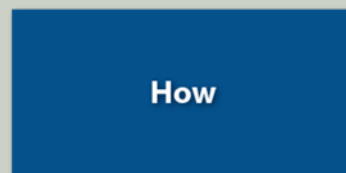
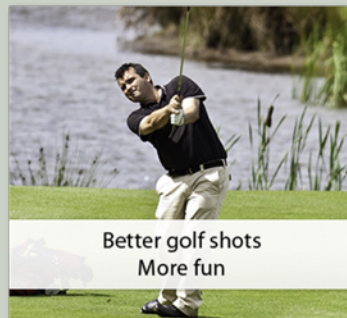
Your proposition should be written down and should be repeated to as many customers as possible through a variety of mediums. First off, it will be spoken by you—over and over. It will be printed on your signage. It will be distributed far and wide via digital communications. Set a goal of hitting every customer and prospect in your universe with this proposition *at least 25 times in the next six months.*

Here’s what to remember about your proposition:

- It should focus on the outcome for the golfer
- That outcome should be something the golfer wants
- The outcome should be something you can deliver
- You – as the professional – should be measuring your own performance against that outcome
- You should be using the same proposition everywhere, over and over.

Don’t get too wrapped up in writing a proposition worthy of a global advertising company. Simply bear in mind that there is a solid structure to good marketing communication.

You should always focus on the ‘why’ and not the ‘what.’ When Apple creates advertising for its iPad, the actual product isn’t talked about. Instead what gets talked about is the ‘why.’ As in, why somebody would purchase



one of these tablets. For example, they would like to learn a new language, or teach a child to spell. Actually, even the ‘how’ of an iPad doesn’t make it into Apple’s ads—only through visual cues do we see the product in action.

Write your own proposition from scratch and then the next step is to publish it. The step after that is to make sure that your network of influencers (facility management, colleagues, other on-site professionals) can also repeat it.

Publish your proposition in your teaching studio, at the range, on the customer’s route to the range, in the locker room, on the club noticeboard, on the front door of the shop, on the home page of your website, along with any

article on improvement that you publish, every time you send out an email to your database.

Do not be modest about your proposition. This isn't hard sell. You're inviting golfers to take advantage of your expertise.

Your business is complicated—it serves two distinct customers

As golf instructors you almost always have two different customers: golfers and facility management. That's an added complication, requiring additional strategy.

You struggle with golf facility management because they lack an understanding of your impact on their revenues – but hey, so do you! If you thought golfers were vague about your proposition, I can assure you that large numbers of general managers I work with cannot connect your role to their business goals. They think you're a "service" that is put to use by a small subset of golfers. These managers wonder about your incentive and motivations. They don't know you have any proposition that is relevant to them.

You're a valuable part of the golf revenue engine. We're struggling with numbers in our industry because too few people appreciate the impact that golf instructors make, or could make if allowed to. So I'm astonished at the results from recent workshops I've conducted. Even golf instructors seem to undervalue the potential of their contribution.

Making more money from coaching

Descriptions of your coaching products should follow the same communication structure as your proposition.

Whatever you think of Get Golf Ready, it represents great product marketing because the title tells the potential customer what they're getting. It's a "why," and it describes a result. It says plainly: *Go through this program and you'll be ready to play golf.*

The pricing of GGR is also clear and simple. It's easy for the customer to decide whether being skilled enough to get out on the golf course is worth the stated price. That's a "value equation." The marketplace responds to value equations.

If a coaching program comes out bearing a name and a partial description without stating an outcome, there is no value equation. It is asking the customer to pay a price without knowing the result they're getting. Golf instructors make this mistake because they define their product in minutes. They sell their time. That's a flawed approach.

Selling a result, and not time, serves the needs of the customer and it also allows you to make more money. Think about a 14-handicap golfer

at your facility. What amount of money would he pay for eight lessons spread over four months? Don't answer that. Instead consider what this golfer would pay to have five shots shaved off his handicap by the end of July. He will pay more for the result.

In the former proposition, you're committed to eight one-on-one lessons. In the latter you can include the golfer in a mix of a couple of one-on-one sessions, some group sessions, supervised practice and some on-course learning sessions with two or three other players.

The latter is a win/win for you and the golfer. If you take five shots off the golfer's handicap in such short order, they will feel you have exceeded their expectations. Meanwhile your profit will be increased. Think about all of your products in this way.



Let RetailTribe Make 2014 Your Best Year Ever



"I cannot believe the results that RetailTribe has achieved for me, my business and my golf club. Shop sales are through the roof and I have more coaching demand than I can manage. Every PGA Professional, golf club or instructor should be using RetailTribe."

-Monte Meyer, PGA Professional, South Hills G.C.

You'll be surprised at how easy we can make effective marketing for you. Just give us 20 minutes and we'll show you how we can make an impact for you.

Contact Ian James at IanJames@retailtribe.com or 972-743-0038 or visit us at www.retailtribe.com.

The screenshot shows the website for Rob Noel Golf Academy. The main heading is "Awesome Learning Environment". Below this are three product cards:

- Aimpoint Green Reading System**: Learn Aimpoint Today!
- Driving Range memberships so you can invest in your game.**
- Coaching and technology go together to make you better, faster**: Custom fit your game!