

## MEMBER MILESTONES

### Please Welcome Proponent Group's September New Members

**Erik Barzeski**, Golf Evolution, Erie, PA - Associate Member

**Greg Glover**, 3 Creek Ranch Golf Club, Jackson, WY - Full Member

**Derrick Goodwin**, St. Charles Country Club, Winnipeg, Manitoba - Associate Member

**Rasmus Rolighed Jepsen**, Morse Golf Klub, Nykobing Mors, Denmark - International Member

**Ivan Lipko**, Golf Evolution, Moscow, Russia - Associate Member

**Michael McLoughlin**, Golf Evolution, San Diego, CA - Associate Member

**Andrew Moore**, Coastal Carolina University, Myrtle Beach, SC - Associate Member

**Perry Mullins**, 3 Creek Ranch Golf Club, Jackson, WY - Associate Member

**David Wedzik**, Golf Evolution, Erie, PA - Full Member

### Landrum Wins PGA of America's Player Development Award

PGA Master Professional Ralph Landrum has been named the PGA of America's national honoree for their 2014 Player Development Award. Landrum is General Manager at World of Golf in Florence, KY. During his career Landrum has won 15 Kentucky PGA Section awards. He has successfully implemented no less than 10 player development programs at his facility.

### Ross Earns British PGA's Fellow Professional Status

The British PGA has accorded the status of Fellow Professional of the PGA to **Dylan Ross** after reviewing his commitment to continuous personal development and the achievements documented throughout his career. Ross currently teaches at Club de Golf in Mexico City, Mexico.

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feelings these events could be open to all on a first-come, first-served basis, except the list doesn't open up until the people you want to thank are taken care of.

Like most experienced coaches, Varsey makes it easy on his endorsers by creating low-pressure, one-off clinic events that a prospective student could use as a sampler. Encouraging a friend to show up for something informal like that is relatively easy, which makes it the logical focus of your request for referrals to existing students. "We've got the Greenside Recovery clinic coming up next Wednesday—tell your friends" ...is the nonchalant way to activate your good-client network and leverage its business-building value.

Not every referral translates to a new client, in any field. Some golf instructors, including many Proponent members, are a bit choosy about new names appearing in their lesson books. One obvious issue would be the amiable, well-off but undedicated golfer who enjoys his visits to your lesson tee but has no appetite for practice. Does he truly make a good spokesman on your behalf? Varsey tries to avoid a fatalistic attitude in these cases. "I've had people who are lazy recommend me to hard workers, who then get involved and make good progress," says Varsey.

Consultants who train reps in the financial services and insurance industries talk about the representative's "centers of influence" or perhaps their "matrix of trust." To fully grasp what this means you would want to take an oversized sheet of paper, write the names of your raving-fan students in circles and draw lines connecting to other circles, within which are the names of people the original student referred to you. It's an interesting exercise, especially for coaches who are still building their reputations. It serves to visually underscore the word-of-mouth advertising patterns that have done your business the most good.

Again, as you proceed along enjoying your work and relating warmly with clients, you will likely be tempted to let the referrals and recommendations take care of themselves. Instead, get in the steady habit of monitoring, analyzing and incentivizing—you will be glad that you did.

#### The Proponent Team:

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**The Premier Network of Golf Instructors**

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