

WHY YOU SHOULD IMPROVE YOUR UPSELL



By Lorin Anderson, President

According to *The Journal of Business and Industrial Marketing*, written by Michael Sheehan and Paul Prabhaker, it is five times more expensive to acquire a new customer as it is to hold onto a current one.

Selling to a new customer would mean having to start the sales process from the very beginning,

thus having to establish a new relationship and build trust. This can be very time-consuming.

Up-selling to a customer that you have already built a rapport with is much easier and takes much less effort and time, which translates into a better bottom line for your business. These folks are already more likely to buy from you, heed your suggestions and opinions and trust you. Now, integrity is first and foremost. If you try to sell a program to a student that they don't need or aren't ready for, you'll tarnish your reputation.

Ian James of RetailTribe often talks about creating a clear pathway to taking a rank beginner and turning them into a "golfer" and I would extend that line of thinking to include every level of golfer. You must have a variety of pathways that lead various levels of golfers to their next scoring or competitive breakthrough.

For example: What is your pathway for taking a junior from barely breaking 100 to competing on the high school golf team? Or, what is your pathway for taking a family that just joined the club and rarely plays to being regular golfers?

How do you mix and match private instruction, group instruction, supervised practice, clinics, clubfitting, golf

schools, special programs such as power schools or short game schools, green-reading clinics and your teaching technology options to craft an appropriate path to sustained improvement for each student?

In other words, you should have a plan that makes sense for each student's budget and time constraints while also pushing them to continue working on their game.

The reason I bring up this topic this month is that in working with a few high-profile academies recently it became apparent that they didn't have defined skill-level pathways and corresponding programming. They simply weren't showing students what should come next in their golf journey.

We even have some Golf Channel Academy locations that were doing New Student Assessments, which are designed specifically to evaluate and then provide a "road map" forward and, yet, in some cases the teacher wasn't asking for a commitment to any future instruction before the golfer left the facility!

Don't be shy about laying out the road map for each student. Most students want you to tell them "what's next?" and surveys have shown that most golfers have a lot of trust in their golf teacher so it's the ideal opportunity to get them into more instruction.

From what I've seen at the academies mentioned above, I'd bet most Proponent Group members could increase their revenues by at least 10 percent by doing a better job of creating a clear path and up-selling students the programs needed to go down that path.

Remember, if you're looking for the easiest way to grow your business, do a better job of helping your current customers by giving them a clear vision of what they should do next and offering them the programming they will need to reach their next golfing goal. **PG**

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