

# THANKS FOR TELLING US WHAT YOU THINK



By **Lorin Anderson**, President

Last month we conducted our first full-on Member Satisfaction Survey in four years. We wanted to see where we stood as we hit our 10th birthday and as we started the transition to full integration with the Golf Channel's operation.

The survey captured data from hundreds of our members at all stages in their careers, working at all types of

teaching positions and every conceivable type of location. In general, we are happy to report that most members are very pleased with their membership in Proponent Group while pointing out areas where we can continue to expand our benefits and increase our services.

One area we were interested in was which member benefits are most important to you and we wanted to know the extent to which you're using all of the various benefits offered.

The chart in the middle of this page highlights the dozen "most important" benefits according to the survey. These are the top dozen of the 20 benefits we currently offer that were most often rated as "very important" or "important" to you. Obviously, you really like our events and the information that comes out of them. In response, we will look at this more closely to see where we might be able to add more networking and education events in 2018 and beyond.

## Most Important Member Benefits

*Percentage of members who responded that the benefit was "Very Important" or "Important" to them.*

<b>Education Event Video Archive</b>	<b>88%</b>
<b>PGA Show Week Seminars</b>	<b>86%</b>
<b>Annual Proponent Summit</b>	<b>84%</b>
<b>Members' Newsletter</b>	<b>84%</b>
<b>Job Postings</b>	<b>78%</b>
<b>Business Templates/Guides</b>	<b>76%</b>
<b>Resume/Job Search Consult</b>	<b>72%</b>
<b>Exclusive Product Discounts</b>	<b>71%</b>
<b>Contract Review/Consult</b>	<b>70%</b>
<b>Compensation Data</b>	<b>68%</b>
<b>Weekly Rundown Email</b>	<b>66%</b>
<b>Guide to Certification Programs</b>	<b>63%</b>

Source: 2017 Member Satisfaction Survey

We were also very pleased that nearly three-fourths of the members say they read "all" or "just about all" of these monthly newsletters that we are proud to produce for you. A similar number said they read all or most of the Weekly Rundown communications, too. This shows us that over 10 years our members have grown to become the most curious and engaged instructors in the industry, bar none.

We also see very clearly that anything we can do to assist our members in finding new positions, understanding industry compensation and contracts and building resumes and other job-search materials continues to be very important to a large

majority of our members. We plan to expand our knowledge in these areas to make sure we continue to be your best source for this career-impacting information.

Another area where we believe our Golf Channel ties will help our members is in the expansion of our ability to get our members more exclusive discounts for products you need to run your teaching business.

Finally, the most important question for any customer satisfaction survey is always "Would you recommend us to your friends and family?" We were very, very pleased to see that 91 percent of our members have recommended membership to a fellow instructor. Wow—and thank you!

We will be adding staff and leveraging Golf Channel's resources to provide more value, more benefits and more actionable ideas that grow your business and your teaching skills. In the next survey, we hope to find it is every member referring Proponent to their peers. **PG**

## PROONENT GROUP PARTNERS

