

BUTLER CABIN FEVER SENDS GOLFERS STRAIGHT TO THE SWING DOCTOR



By Andy Hilts, *Director*

A buzz of excitement concerning green jackets, Magnolia Lane and Amen Corner fills the springtime air, and not a minute too soon. For your customer base (and prospect base), Masters Week is like mating season for the birds and bees. It puts folks in the mood to say “yes” to offers and promotions, so be sure to give them every chance to do so.

Here are some ways you might go about it:

Run a sweepstakes: Let folks know that if they buy a lesson program in April they’ll be entered to win a chance to go on a golf vacation with their pro. Or, they buy a lesson program this month and they get entered to win a new Rogue driver.

Have a sale: Everyone likes to get a deal on their purchases. Offer your lesson programs at a discount during Masters week or for the month of April to activate them. Offer your gateway session at a discount to entice new students.

Provide add-on services, gratis: People love free stuff. Examples would be a free playing lesson with the purchase of a lesson program. Or, buy a lesson program and get a free clubfitting, or free range balls for the year. Give people something extra to spark their desire to play better.

Get them competing, for prizes: Throughout April, run a weekly closest-to-the-pin contest. Put together a putting contest—lowest score wins. Set up 9 holes of up-and-down challenges

around your practice green—again, low total wins. Run a Masters pool, with winners receiving lessons or prizes.

Sway them with swag: See what your local sales rep has available to put in the hands of your customers. It could be trial packs of their newest ball, or hats, gloves, towels, tees, anything they might like. Give something to every student who takes a lesson. Give one of your logo golf shirts to anyone who buys a lesson plan.

Give Groupon a try: You may not have the highest close rate into long-term lesson plans using Groupon, but it may still be an effective way to drive a fair amount of new business quickly. For example, it could be what one of your assistants needs to build his or her book of business.

Promote a different product mix: Increasing business doesn’t always call for price promos and giveaways. The lift you’re looking for may simply call for a rethink of your product mix. Are you stuck in the typical grind of one-hour lesson after one-hour lesson? Start offering group classes. Start offering practice as part of your plan. Bundle in a playing lessons or putting lesson.

Whatever promotional activities you go with, you’ll want to spread the word every way possible. Update your website. Use signage. Get the news on your social media platforms. Blast email your database. Text your students. Call them on the phone and leave a scripted voicemail message. Share the news during their lesson. You’ll have to expose them to the messaging several times and in several ways to get the activity you’re seeking. Just remember, it’s the time of the season when they’re most in the mood for a chance at better golf. **PG**

PROPONENT GROUP CALENDAR

REGISTER NOW: One-Day Event at Castle Pines Golf Club in Denver on May 1st.

COMING SOON: A new event in Las Vegas.

SAVE THE DATES: Proponent Summit '18 will be November 4-6 at Cowboys Golf Club in Dallas, TX