

MEMBER MILESTONES

Please Welcome Proponent Group's New Members for June 2015

Tyler Muench, The Territory Golf and Country Club, Duncan, OK – Associate Member

Matthew Stein, The Haven Country Club, Marlboro, MA – Full Member

Rod Thompson, Palmetto Dunes Oceanfront Resort, Hilton Head, SC – Full Member

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that would introduce the idea of an exit just as the relationship was getting started. In turn that would defeat what we're trying to do in our long-term development plan."

Ramee uses Shot by Shot as a tracking tool with all his serious students. When the GolfScrimmages.com website of fellow Proponent member Trent Wearer debuted a couple of weeks ago, Ramee gave it one look and jumped on board. "I'm all over GolfScrimmages.com," he says. "Tools like that are where you get student commitment and full engagement," says Ramee.

One alternative to the cash-back guarantee that marketing expert Neal Patel favors is the age-old "free trial offer," in which the goods or services are obtained by the customer without need for any payment, at least initially. Patel reported on a long series of experiments he conducted mixing and matching the free trial with the money-back warranty, concluding that free trial is more comfortable for the customer and easier to manage for the vendor. "The difference between a money-back guarantee and a free trial was huge," Patel reports. One study found twice the sign-ups for a 7-day free trial that required a credit card upfront versus a money back guarantee.

Veteran coaches opposed to these sorts of tools—hey, "gimmicks" is not an incorrect term for them—may simply be in a position where the trust is fully established, the reputation stellar, and large volumes of new business not exactly necessary. For others, some test or experiment with these risk-removal devices could be quite profitable.

Proponent Group Members' Favorite Video and Webinar Presentations

One of Proponent's most used member benefits is our collection of archived video and webinar presentations on the members-only website. In a typical month the archive will serve up more than 500 video viewings.

We thought you'd like to know which presentations have become the most popular. If you haven't watched these presentations, do yourself a favor and check them out.

Here are the current Top 17 most watched with more than 250 viewings each:

Cameron McCormick – The Journey to High Performance (945 views)

Faults and Fixes Panel (Mike Bender, Martin Hall and Gale Peterson) (906 views)

Martin Hall – How I Teach the Short Game (863 views)

Kate Tempesta – How I Teach Very Young Golfers (702 views)

Kevin Weeks – How I Teach Putting (589 views)

Dr. Mike Duffey & Eric Handley – Opening the Front Door to Ground Forces: How We Create Velocity in the Golf Swing (497 views)

Brian Manzella – How to Utilize New Ball Flight and Golf Swing Science to Improve Your Teaching (478 views)

Tim Mahoney – Secrets for Group Instruction (432 views)

Gale Peterson – "Achieve and Leave" Practice Plans (404 views)

Trillium Sellers-Rose – A Framework for Teaching All Motor Skills Including the Golf Swing (324 views)

Andrew Rice – Things I've Learned So Far (308 views)

Dr. Rick Jensen – The New Coaching Model (306 views)

Virgil Herring – How to Dominate Your Market (300 views)

Marketing Workshop: Creating Emails and Collateral that Really Sells Your Services (267 views)

Martin Hall – Teachers Can't Be Too Creative. (264 views)

Andrew Park – Live Lesson: Full Swing (262 views)

Mark Sweeney – Greenreading Through Aimpoint Technology. (254 views)

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