

KEYS TO SUCCESS

GET GOLF READY



GET GOLF READY KEYS TO SUCCESS

- The most important element to remember with Get Golf Ready is to make it **FUN!** This is more important than students playing well.
- **Inform** and train your staff – take an active role and form a team atmosphere where the entire staff can be involved. *When calling GGR facilities in 2010, 62 percent of golf shop staff answering phone calls stated they were not aware of any programs for beginners.* Make sure your staff gives new golfers a welcoming experience.
- **Post events** on PlayGolfAmerica.com/ggr using the Play Golf America resources. A step-by-step process is listed on the Web site Utilization page.
- Have a **marketing** plan – this includes both on-site marketing and especially off-site marketing. The key to success is promoting your events and programs at the local level.
- **Retain** your students by inviting them to casual playing opportunities or to on-going instruction opportunities. The true measure of success is retaining golfers to keep them coming back to play and practice. Instructors are encouraged to maintain communication with each student throughout the first year.
- **Track and report results** – track how often your Get Golf Ready students come back to play, practice and purchase from your facility. Be sure to share these results with your employer and report these results at the end of the year.

Get Golf Ready Fun Facts:

- In 2010, there were 1,450 certified Get Golf Ready Facilities
- Averaged 31 students per facility
- 86% were new or former golfers
- 58% were women
- 84% of students from 2010 continued to play or practice
- Students spent an average of \$900 per facility

With proper promotion and planning, you have potential to generate even greater success.