

VII. TRACKING AND REPORTING RESULTS

As discussed earlier, measuring success in retaining GGR players is a critical component of the program. Once students graduate from the educational phase, instructors are expected to maintain a line of communication with each student throughout the first few years. Although no formal tracking documentation is required, retention rates improve if you maintain contact with your students and invite them back for additional playing opportunities.

There are many ways you can track results from Get Golf Ready. The most popular is to track the rounds they play and the money they spend. Some ways to ideas include:

- Frequency Tracking Cards
 - Measure a customer's usage and spending at the facility. Give your new students a card when they start GGR and offer some incentive (points based on dollars spent). Another option is to offer a discount on future rounds or a discount on use of the practice facility.
- Customer Database
 - Customer databases can help you track results through a Point-Of-Sale system or by using a spread-sheet. Use this to track program participation and purchase activities.
- Phone Interviews
 - This is a great way to reconnect with your students and it creates a personal touch that shows students you care about them and their game. It's a great way to promote other programs at your facility and allows you to invite these students back.
- Personalized Email Messages
 - In addition to phone calls, personal emails may be a more efficient means to communicate with your students, to invite them back to your facility.

It is important that the instructors inform all students that they will most likely be contacted via e-mail six months to a year after they "graduate" to determine their level of interest and play and that their cooperation is important to the future of the program. That's why it is so important to capture as many email addresses as possible.

The PGA of America has a variety of resources designed to help you with tracking your results.*

- ACTIVE.com
- PGA PerformaceTrak
- MSR Reporting Tool

**Resources and additional details are found on PGALinks.com*