

PGA BEST PRACTICES: PLAYER DEVELOPMENT

Offer Discounts for Graduates of Get Golf Ready



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This past year I attended an Army Managers Conference, where PGA Professional Cathy Harbin, the director of Golf 20/20, was discussing the importance of retention when it comes to offering player development initiatives. As I sat and listened to her speak, I was struck with the idea of creating a membership card that our Get Golf Ready graduates could use for discounted items if they returned to our facility. This has been a great way to get people coming back to our facility over and over again, so it's not as if we just give them the five lessons and then send them on their way. Graduates who have the card receive preferred pricing seven days a week on rounds of golf; they end up saving approximately \$13 per round compared to our normal rate, which is a considerable savings.

The card is good for one year after their graduation date. In addition to the preferred pricing on rounds, they receive discounts on select items in the golf shop - mostly soft goods - and two-for-one deals on range balls. The graduation card has proved very impactful, though not always in terms of rounds of golf. But what we do see a lot of is students returning to hit range balls, spending \$3 for two small buckets and even bringing friends with them who pay the full price.

For more information on Get Golf Ready and other PGA Player Development programs, please visit the Player Development page on PGALinks.com.



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