

PGA BEST PRACTICES: PLAYER DEVELOPMENT

Creating Golfers Becomes a Mantra Across Five Facilities



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I came to the realization that the traditional way of marketing golf has come to an end due to the economy and the change in golfer demographics. If we do go out and convert non-golfers and bring former golfers back into the game, the future of golf is going to be worse than the present. I saw Get Golf Ready as a great opportunity, but our instructors were slow to get on board. So we had a staff meeting of our instructors from five separate facilities, and I told them to start using Get Golf Ready.

Once they started seeing the success from the program, they loved it. Former players started coming back to the course and playing again, and we had new golfers, too. Everyone saw it affect the bottom line, especially the teachers, because having more golfers impacts them directly. And having more golfers benefits everyone in the game down the road. Now it's become our mantra: We create golfers. I go to our facilities and I see students that I know wouldn't be there if we hadn't used Get Golf Ready to find them.

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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