

A Wedge Month with Fitting Day

Playbook Description

This Playbook creates sales of fitted 'Wedge Sets' (48 - 60°), fill in Wedges (especially Gap and Lob Wedges), new singles (True Pitching and Sand), and short-game lesson programs.

Implementation of this Playbook will also create the opportunity to market the skills of the Professional as they relate to: Fitting, Equipment and Coaching.

Implementation of this Playbook will also help to focus the golfer's mind on the fact that a) if they improve their short-game there is a quick improvement to handicap; b) they are NOT buying a Wedge off the shelf they are trying to buy a better short-game. This will lead to increased sales of Wedges and Lessons in the following months.

This Playbook is built around the assumption that the Professional will schedule a 'Wedge Fitting Day' with one of the brands that he supports in store.

Preparation Required

1. You will need to negotiate with one of the Brands a 'Fitting Day'
2. You will need to decide on what short-game lesson programs you are going to promote;
3. You will need to decide if you are going to offer any 'purchase' incentives.

Negotiating with the Brand

As a minimum you want the Brand to commit a qualified fitter to the day and to bring a full set of the different Wedge options.

Consider securing from the brand additional product incentives for sales (e.g. if a golfer buys a set of Wedges then they will 'fund' a short-game lesson with you).

Short-Game Lesson Programs

Create a number of Lesson programs from 1 Lesson to a restricted number of 12 Lessons. Your Campaign manager has some suggested program titles related to benefit and result.

We do NOT advise discounting these. In fact we would advise you to mark-up the price of the 6 and 12 Lesson programs and add value through additional practice routines they are given between lessons.

Supply the information on the programs to your Campaign Manager and ask them to create a 'Wedge Month' Lesson Program Page with a link from your Web Site Home Page ready to be implemented 10 days before the scheduled event day.

Equipment Purchase Incentives

We do NOT advise you to offer incentives to purchase above those supplied by the Brand. The intention of the month is actually to sell Wedges as full-margin.

You must decide whether you are charging for a Wedge Fitting. Be clear in the promotion of the month what the cost is. If it is FREE then detail that as a 'saving' against a normal Fitting price.

Scheduling the Day and Month

Please advise your Campaign Manager of the date of the event and ask them to schedule a SPECIAL PROMOTIONAL email to be published 10 – 14 days before the day. This email will inform golfers of the day, the offer on the day, details about the brand and the chance to book for as many places as you have available.

You must decide how many slots are available.

Advise your Campaign Manager at least 4 weeks before the event so that they can schedule other Content for your web site and email in the lead up.

You will need to manage the contacts from golfers looking to book using the means you prefer (telephone / email). If you have more than your available then we would advise booking those golfers into separate days and times with you if possible.

On the Day

For each Golfer you have please get: First Name, Last Name, email address (write that carefully), what was wrong with their current Wedge setup, what they bought (or should have bought).

Choose one Golfer that had an inadequate number of Wedges and one that had the wrong configuration (bounce or shaft) and send the detail to your Content Editor with 30 words of explanation of what improvement you made and how that will benefit them on the course. These will be used in local content in the following weeks.

Follow on

Provide a short 50 word write up on the day with a photograph to your Content Editor to publish in the next week's email. Your Content Editor will provide then in the weeks that follow the stories from above.














Your Content Editor will repeat a promotion of your Wedge Fitting Offer and your Short-Game Lesson program in the weeks that follow.

To be a 'Rainmaker'

We would recommend you run a 10 shot challenge with 2 golfers over 9 holes 3 weeks before the Wedge Fitting event. To see how to run a 10 shot challenge [click here](#). Provide a story to your Campaign Manager from each of the challenges that highlights how the golfer could have improved their score with a better equipment setup along with results (whether you beat their score by at least 5 shots over 9 holes). Your Campaign Manager will format and publish this in local content in the week the 'Wedge Fitting Day' is promoted.

The Content we will publish

Along with the Special Mail promoting the event we have created 3 Web Pages ('reasons you should be fit'; 'how to hit more consistent distances'; 'Wedge technologies'), 3 'bleeds' for your local content (linking to web articles and promoting your expertise), 2 banners to promote the event and your offers, a Home Page Wedge Month graphic. To see the Articles [click here](#).

	Week -4	Week -3	Week -2	Week -1	Week 0	Week 1	Week 2	Week 3	Week 4
	Customer Setup				Wedge Month				
Event					 Wedge Fitting Day	 Fitting Day Feedback	 Customer 1 story	 Customer 2 story	
Newsletter Local Content	 Short-Game Impact on Score	 Need for a wedge system	 Need for wedge fitting	 Fitting Day reminder	 Repeat Offer				 Last chance
Special Mail			 Fitting Day promotion						
Webpage	 Fitting, technology & brand webpages								
Web Homepage					 Wedge Month				