

Fitting and your proposition

Part 5

“The argument for Active Marketing”

‘Active Marketing’ creates theatre and VALUE

The most powerful form of advertising to golfers is for them to experience the VALUE you can offer through the Fitting and Equipment Assessment process.

A golfer that experiences the benefits of a Fitting will ‘TRUST’ your ability to deliver ‘better golf’. And TRUST is the sweet spot of marketing.



There are a numbers of ways you can help a golfer to experience the value you offer in the ‘Fitting and Equipment Assessment’ process. Short activities you can conduct at the Club can create the theatre of the result. We carry a full list of activities that have worked elsewhere and how to implement them. Below are just 2 examples:

Event	Description	Selling notes
10-Yard Challenge	In this event golfers book to spend 15 minutes with the Professional who measures off their average Tee shot distance from 3 reasonable strikes. By changing equipment and / or any tips the Professional challenges that he/she can add at least 10 yards to the golfers Tee shots.	This a great opportunity to sell: <ul style="list-style-type: none"> • New technology Drivers with the right configuration; • New shafts in Drivers where the golfer does not want to replace the head; • Lessons to improve the swing
The 10-shot Challenge	Seek out three golfers, all with different handicaps to play ‘a modified’ 9/18 holes with the Professional. Each of the players would play as normal until their balls get within 110 yards of the green; the Professional then takes over and finishes out the hole. Record the score for each golfer’s ball on each hole. At the end of the round work out each golfer’s nett score; each should have improved on their handicap by some margin.	Use the scorecard and the improvement in score to highlight the importance of the short game. From there you have a great opportunity to sell: <ul style="list-style-type: none"> • Short-game lesson packages, • Course Management Lessons, • Gap and Lob Wedges, • Whole new Wedge configurations.

The purpose of these activities is to expose as many golfers as possible to the reality of your expertise when it comes to equipment and improving their golf game. They need to see your ‘Brand in Action’. If they can experience or see with their own eyes (even in a non-purchase situation) the delivered benefit of the correct fitted equipment, it will help them appreciate the extent of the VALUE you offer and the SCALE of the benefit you offer.

Whether your Fitting has a cost or is free this is important

Golfers need to VALUE your Fitting service whether you charge for a Fitting or you offer it for nothing. Obviously, if you are charging there is a clear value transaction. The customer pays, they want to know they are going to get a result. They need to TRUST they will get the result.

But the same applies if you are offering your Fitting service for free. If you are offering it for free, then you are implying a saving against a service that has a value. Who wants something for free that offers no value?

You'll be amazed at the difference you make

The examples above will all create great results for golfers. In fact, I'm betting you'll surprise yourself. The '10-Yard Challenge' is a great one. We have Professionals who have added an average of 47 yards to golfers in their challenge afternoon.

Forty-seven yards of added distance is an incredible result, but think about it. How many golfers are playing with Drivers that are over four or five years old? How many have the wrong flex shaft? How many are playing with the wrong loft and create too much backspin? How many fail to tee the ball high enough? Take a reading on their current Tee shot and then put them in a new Driver creating the right launch conditions, with the right flex shaft and an ascending blow on the golf ball and they are probably going a lot further.

Now spread the word

Once you've run one of these events, you will have 'built trust' with every golfer you have touched. Now you need to amplify that reach. You need to publish the results you achieved to your whole database. And add 'testimony' and 'quotes' from your participants. A message from one of your customers will have a greater influence over other golfers than any other form of marketing.

'Active Marketing' is the most important weapon in your Marketing armoury

The unique proposition of a PGA Professional is that they can improve a golfer's swing through coaching and the right equipment. You can tell everyone that is your proposition, and you should. But the most powerful form of 'story telling' is 'show and tell'.

Every time you work with a golfer to improve their game through a Fitting and you make a difference, their UNDERSTANDING of the process improves, they VALUE the process more and their TRUST in your ability to improve their golf grows. It is your 'Brand in Action'.