

The logo for '59club' is displayed in a gold color. The number '59' is in a large, stylized font, and the word 'club' is in a smaller, lowercase sans-serif font. The background of the logo area is a blue gradient with abstract, flowing patterns.

Describe the areas that effect the existing P&L's of a club.

Distinguish what effects a club's long-term brand value.

Demonstrate the value in surveys, mystery shoppers and getting information from visitors to their club

**Your destination
Service Excellence Levels in the "best clubs"**

Simon Wordsworth

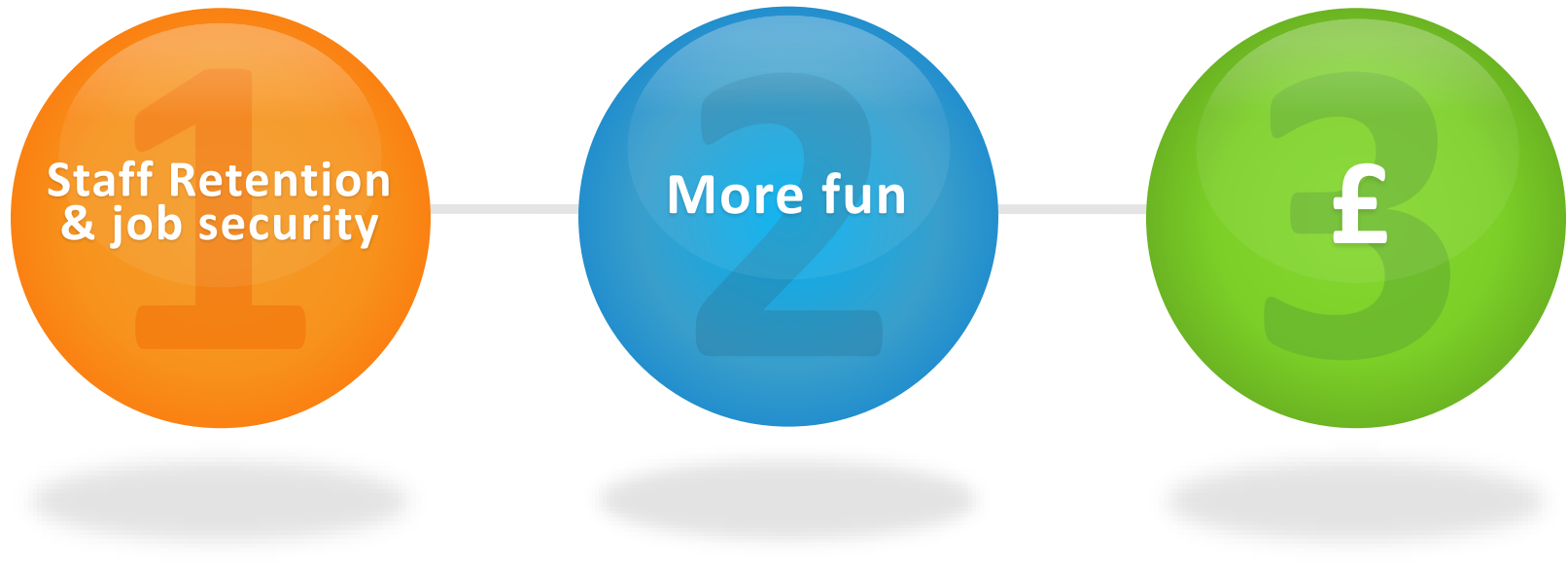
Why bother being BIG BROTHER?



Sorry - but you don't know



Enhancing customer service never stops



Being human means we settle at a comfort level below our best. █



Perfect Feedback – what do I need



Do not collect for collecting sake – use what you collect



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Your “board” feedback

<https://www.my59online.com/admin>

The logo for '59club' is displayed in a gold, sans-serif font. The number '59' is significantly larger than the word 'club'. The logo is set against a blue background with abstract, flowing patterns and a leaf-like motif.

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A solid dark grey rectangular area that serves as the background for the main title text.

Revenue stream 1 - Retail



Retail Sales Process

Retail test on 60 stores — (High street, Range, Oncourse)

Staff Greeting

Was the golfer approached within 1 minute of showing interest in a product?

47% were NOT
68% didn't buy

Staff Greeting

Either ignored or asked "Can I help you"

75% were NOT
58% didn't buy

Staff Sales Technique

Try to ascertain the main need or reason for purchase.

50% were NOT
77% didn't buy

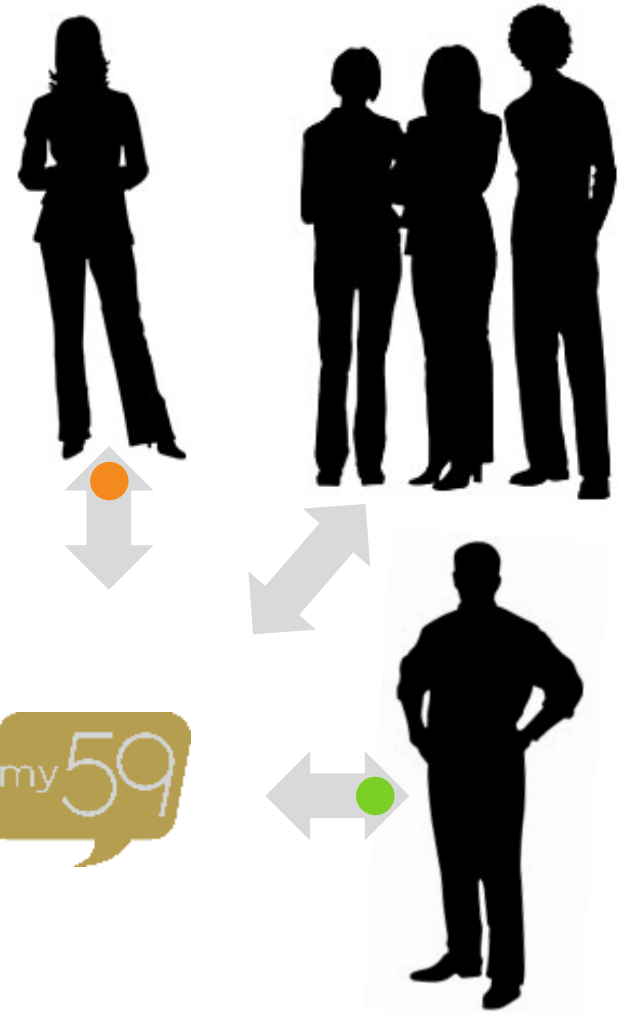
Staff Sales Technique

Try to upsell an associated product or any other product at any stage.

92% weren't

Would you buy ?

48% wouldn't




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Simon Wordsworth

Joining the club

A small, solid orange square is located in the bottom right corner of the top-right section of the slide.

Revenue stream 2 – New members

A square area on the right side of the slide, below the top-right section, featuring a vibrant orange background with a pattern of overlapping, semi-transparent circles and rings.

Golf Membership Enquiry Call

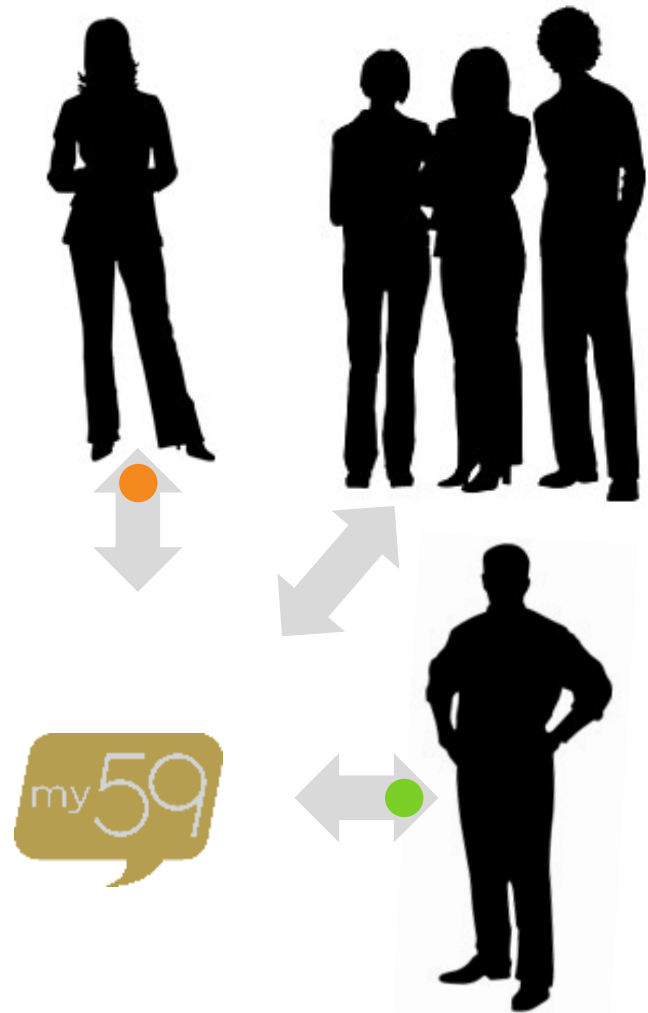
During the initial call to the club, did the membership advisor ask if the enquiry was just for themselves?

Focused venue 62%

Podium venue 92%

What is your joint / partner membership fee ?

Opportunity
££££££



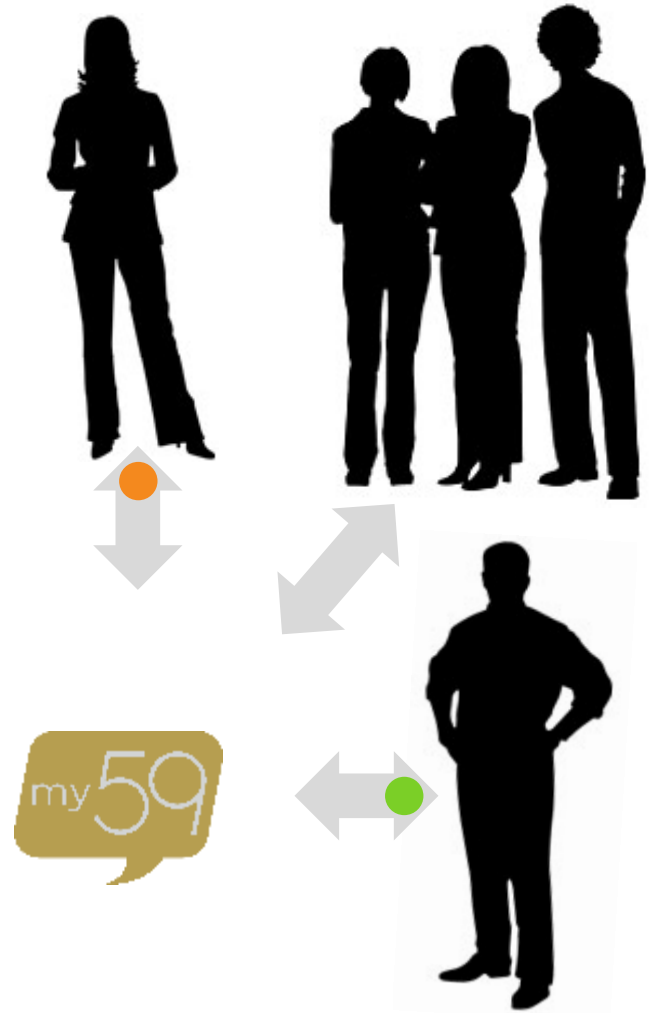
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Golf Membership Enquiry Call

During the initial call to the club, did the club sell the benefits of a club and course tour and attempt to book a show-round?

Focused venue 74%

Podium venue 86%



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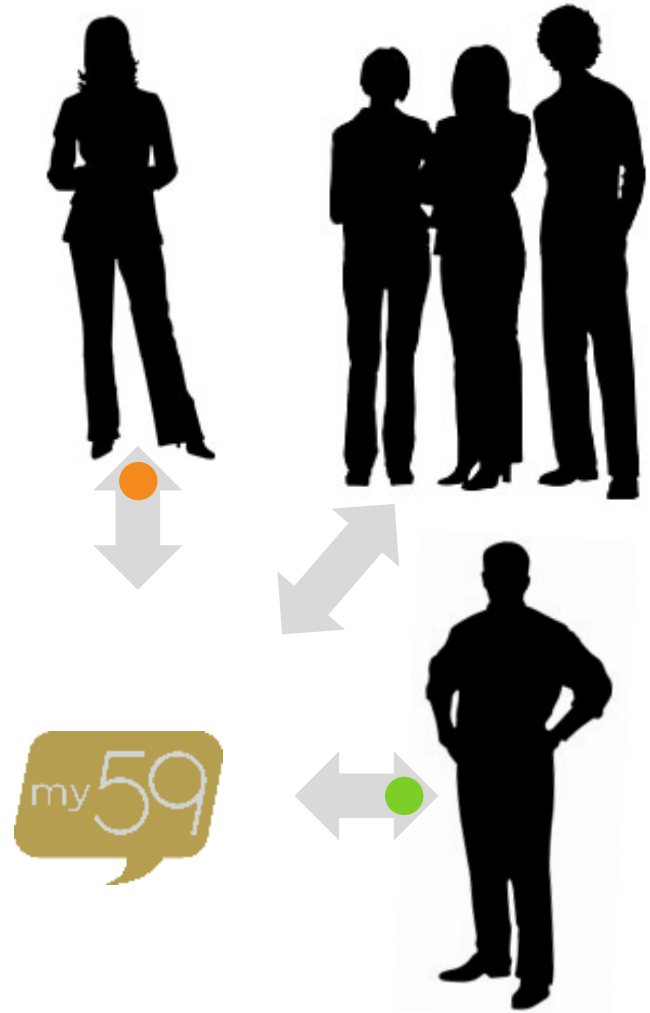
Golf Membership Enquiry Call

Did the prospect receive a call to “waterproof” the appointment?

Focused venue 44%

Podium venue 95%

Anything else need to know - How valuable is your time?



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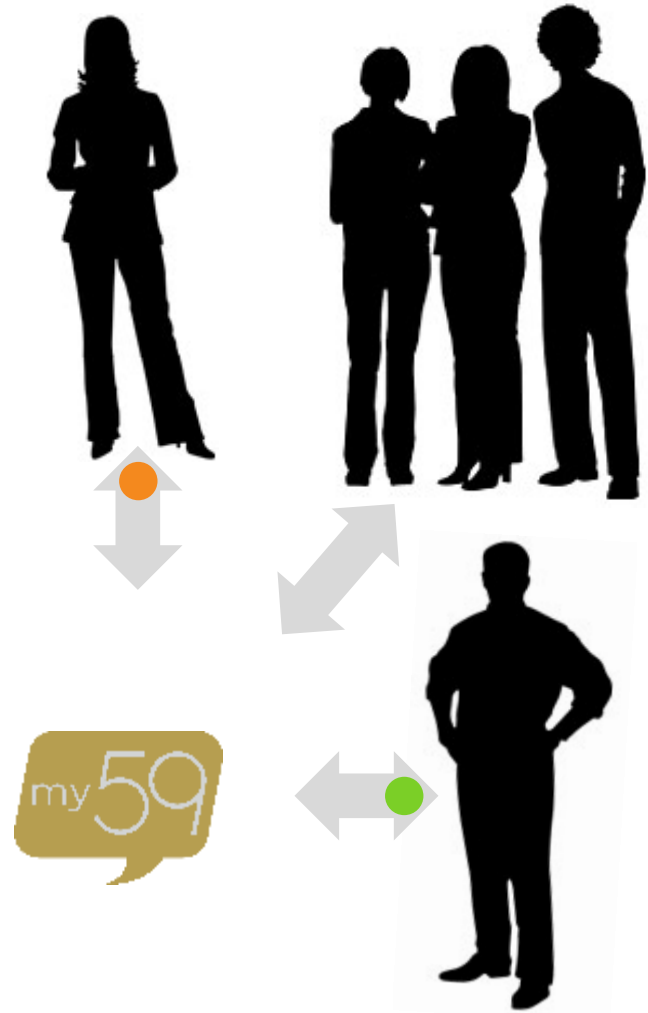
Golf Membership Appointment

Was the prospect shown to an inspirational location to discuss the general membership requirements further.

Focused venue 73%

Podium venue 92%

Music – Lighting –
Mood – Emotion
Action - View



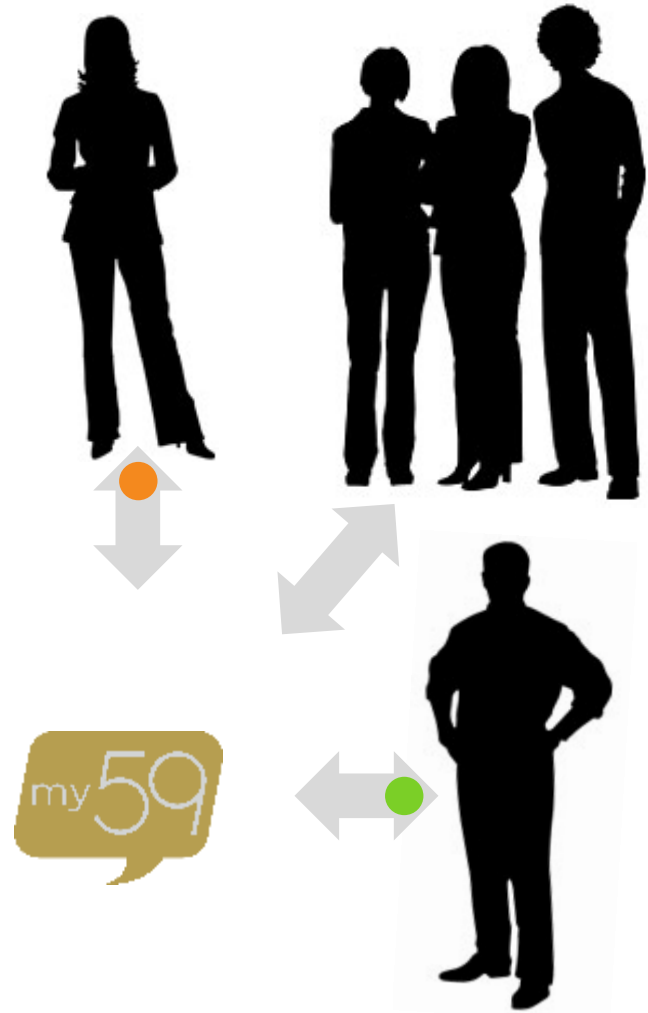
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Golf Membership Appointment

Was the prospect taken on a short buggy tour of the course to include key areas and feature holes.

Focused venue	75%
Podium venue	100%

Meet head
greenkeeper, club
professional,
Oncourse F&B,
Caddie ?



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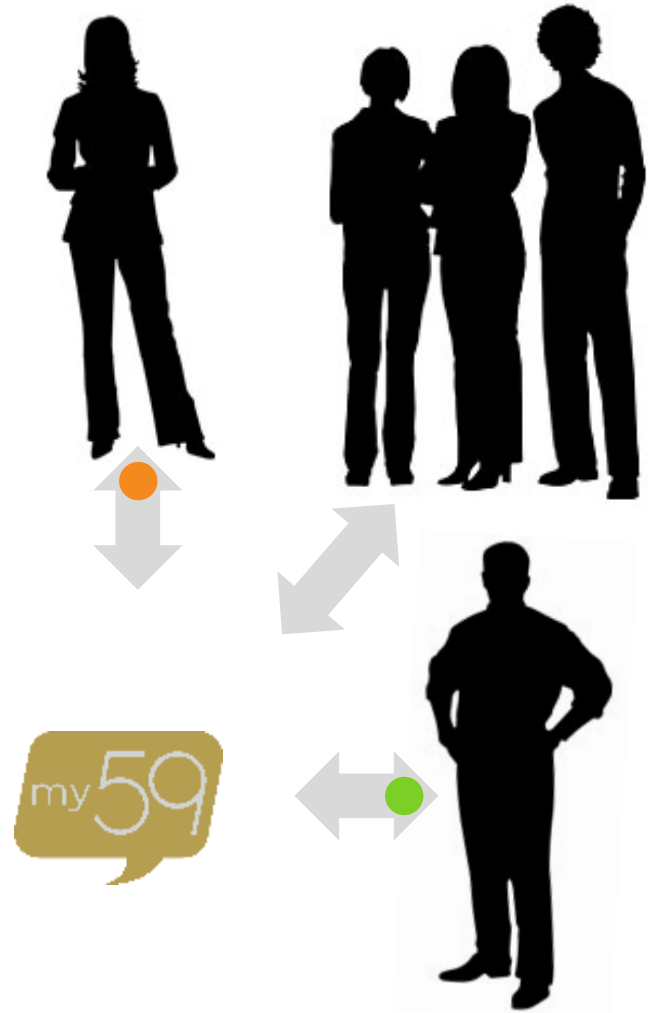
Golf Membership Appointment

How many appointments conclude in the car park or at an non inspirational area rather than returning to a nicely positioned area.

Focused venue 61%

Podium venue 92%

Music – lighting –
mood – emotion
action



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Golf Membership “After Sales”

Did they call you within 5 days of the appointment?

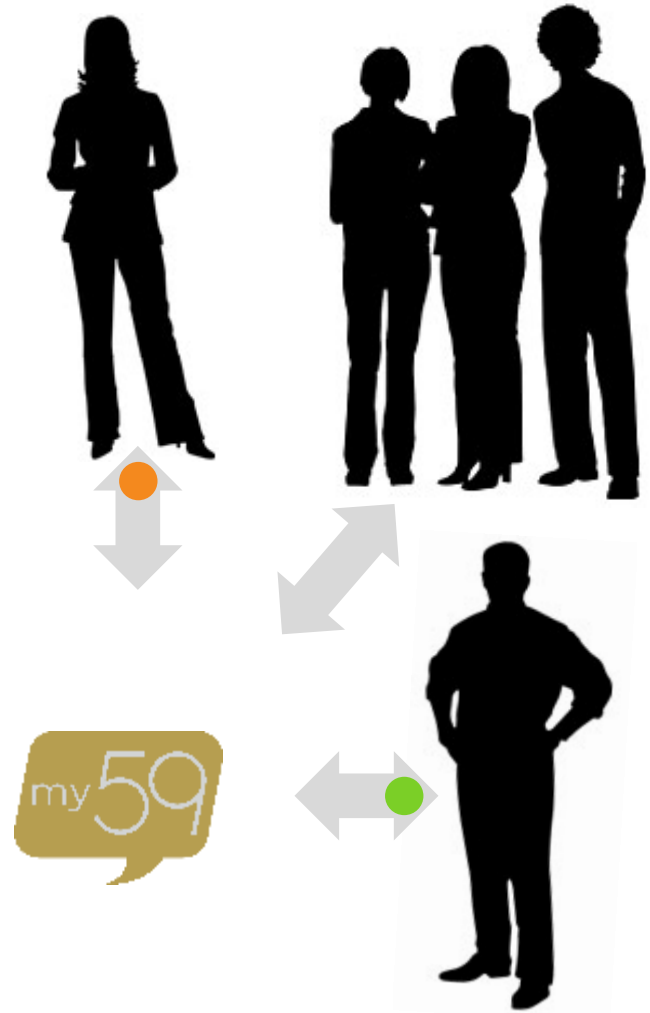
Focused 53%
Podium 88%

Did they ask you if you were interested in joining?

Focused 52%
Podium 92%

Did you feel the call was personal and specific to you? (name, your needs)

Focused 54%
Podium 92%




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Task

Your club is this average club and you have just taken over as GM.



What journey does your club take the prospective member on? 
Pick one element of that journey – how can it be enhanced ?




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Simon Wordsworth

The visitor journey

You have your standards

What is your journey really ?

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Revenue stream 3 – Visitor / Member's guest



Arrival & Check in – “Engagement”

Bag drop /
Concierge / 1st
staff member

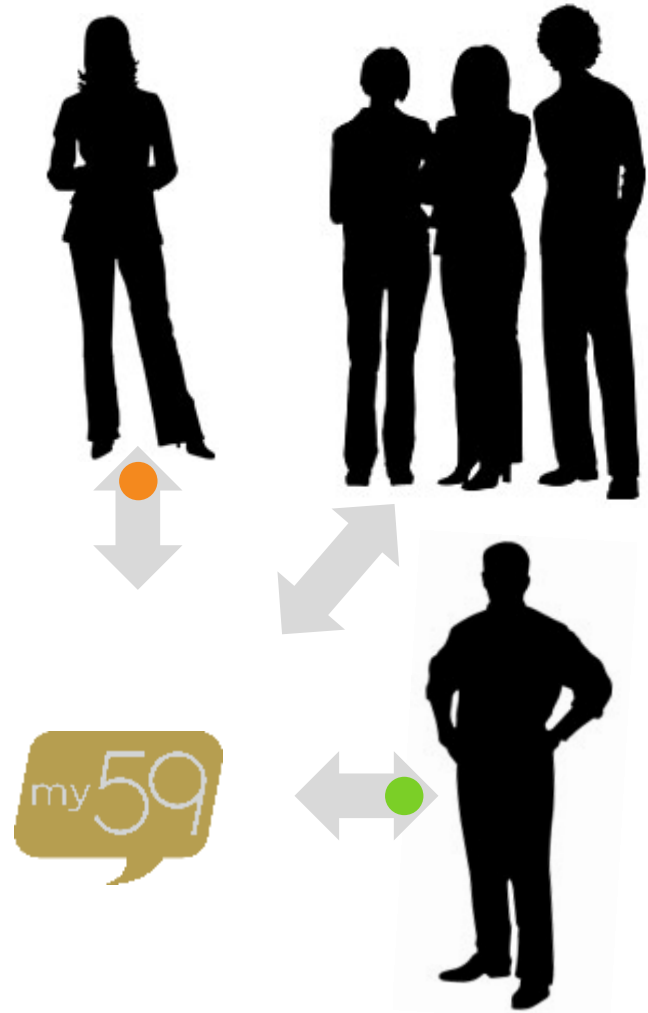
62% offered the basics
38% engaged in conversation

At check in ?

52% offered the basics
48% engaged in conversation

Opportunity

Brand or £



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Arrival & Check in – “The Basics”

Friendliness /
smile / attitude /
attentive /
engaging ?

Podium 95%
Focused 84%

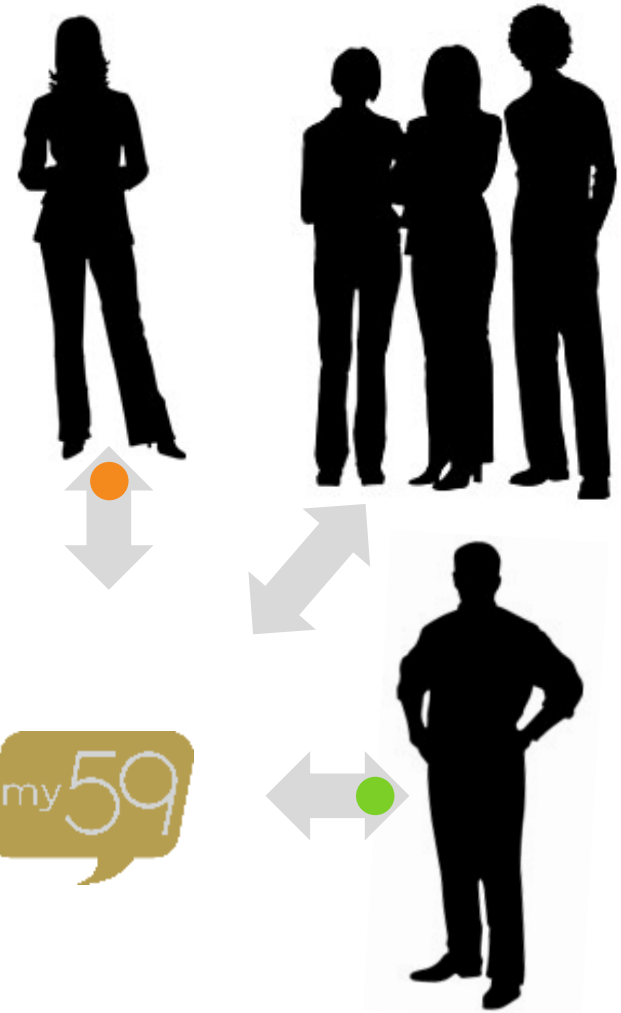
Accuracy of the
booking ?

Podium 92%
Focused 97%

Correct closure ?

Podium 100%
Focused 90%

Opportunity
££££££



Arrival & Check in – “The Next Level”

Have you been before previously and offered directions?

Podium 94%
Focused 66%

Tried to upsell through processes

Podium 78.4%
Focused 38.6%

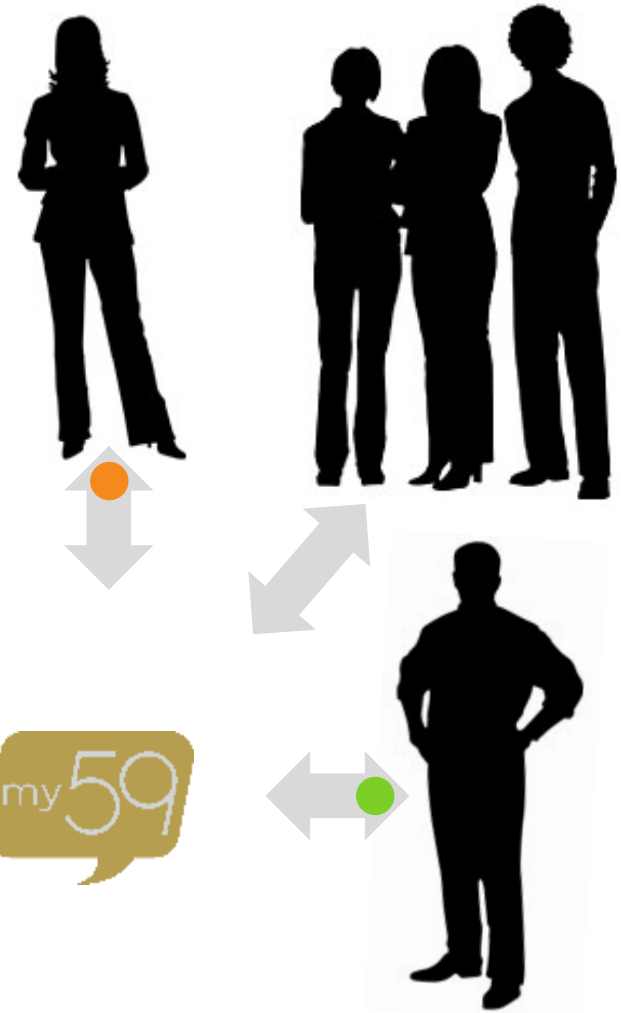
Data collection ?

Podium 79% (guest 17%)
Focused 51% (guest 8%)

Any kind of survey?

Podium 25%
Focused 6%

Opportunity
££££££



Retail – “The Basics”

Initial contact in the shop, warmth, smile and eye contact?

Podium 96%
Focused 78%

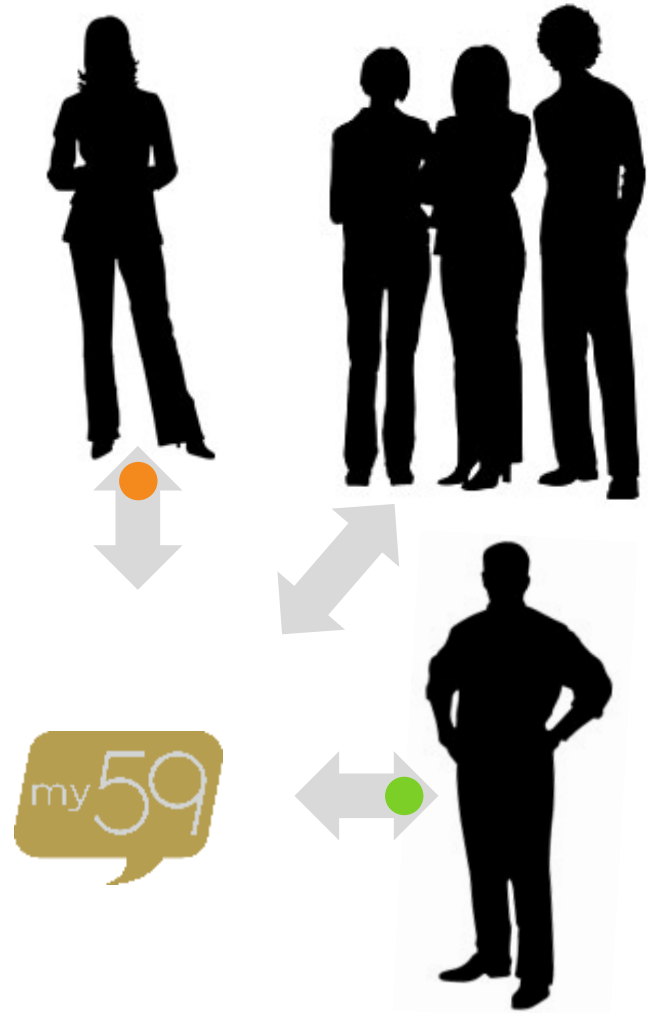
Product pricing, folding and overall décor & cleanliness

Podium 94%
Focused 91%

Closure on leaving ?

Podium 10%
Focused 76%

Opportunity
££££££



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Retail – “The Next Level”

Entering into the sales process in an engaging way?

Podium 83%
Focused 35%

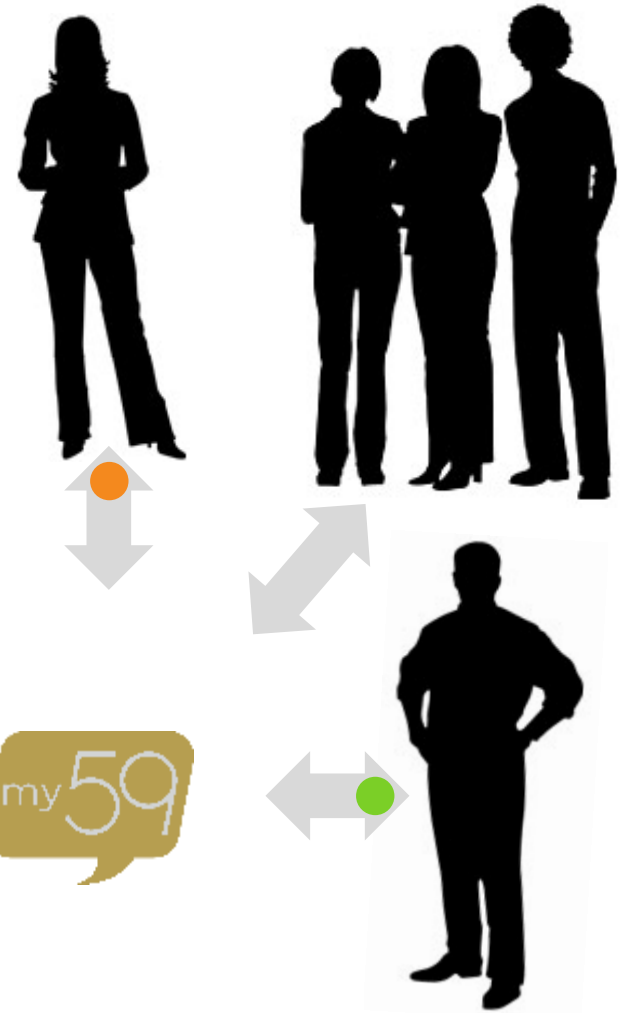
Convey features of the product and link to needs of customer

Podium 75%
Focused 46%

Upsell of any additional items?

Podium 67%
Focused 18%

Opportunity
££££££



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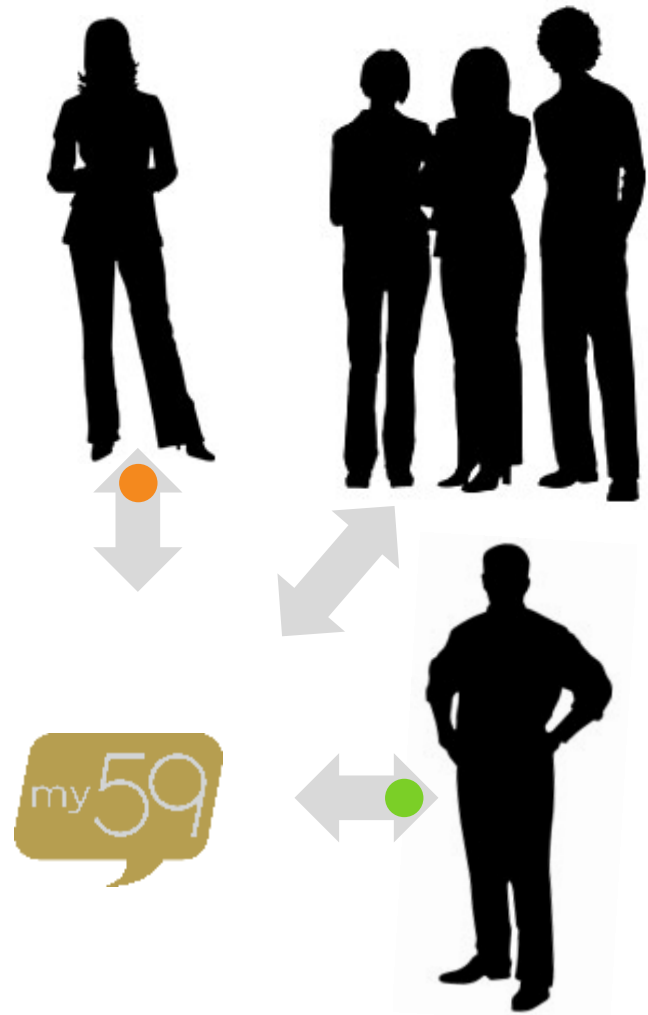
Simple £ What can it mean? Club Z – a real live example

Upsell of hire items
e.g. Buggies or trolleys

Non focused venue	22%
Focused venue	56%
Podium venue	100%

Golf club Z 42.3%
Buggy cost £35
Lost £5902

Opportunity
££££££



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Simple £

What can it mean?

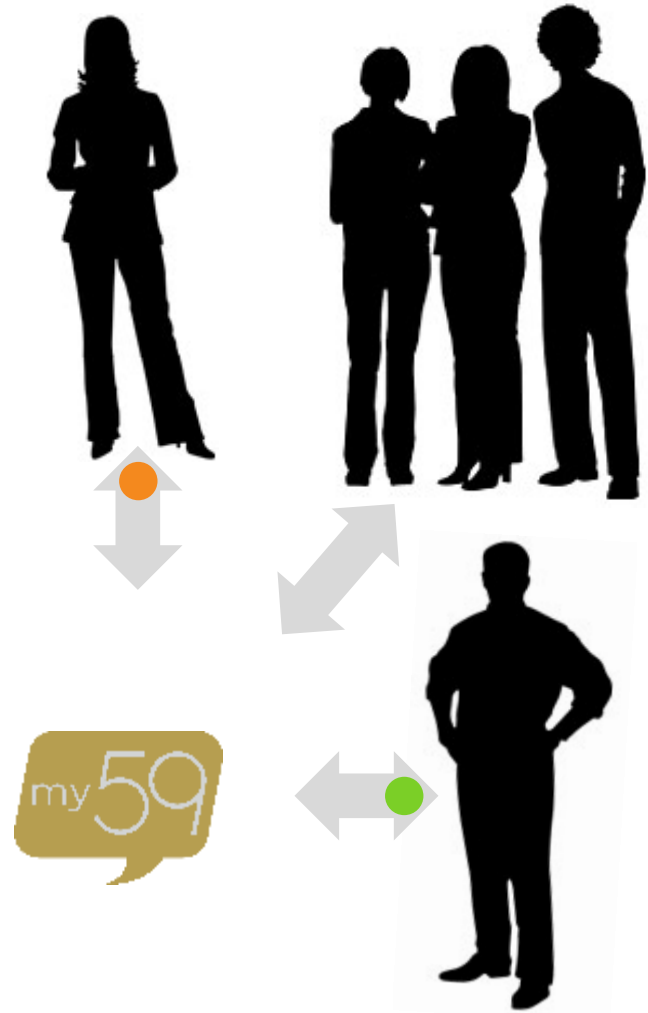
Club Z – a real live example

Upsell of an ancillary item
e.g. Balls, tees, gloves

Non focused venue	4%
Focused venue	18%
Podium venue	50%

Golf club Z 16.6%
Ball cost £10
Lost £13,198

Opportunity
££££££



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Simple £

What can it mean?

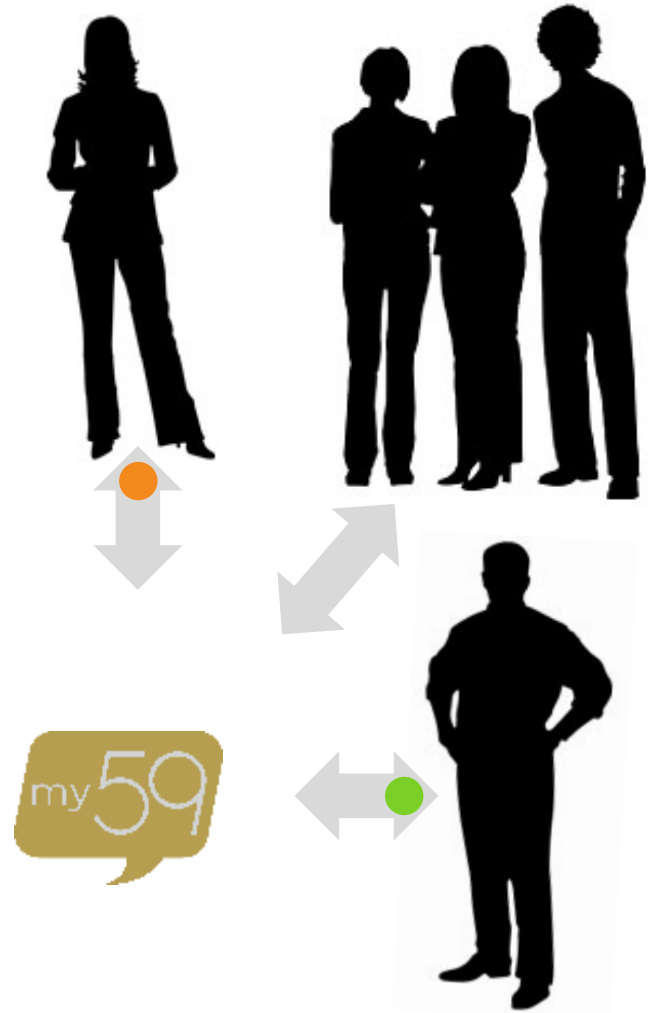
Club Z – a real live example

Upsell of F&B to take on the course
e.g. Water, energy bar

Non focused venue	13%
Focused venue	31%
Podium venue	54%

Golf club Z 29.6%
Water cost £1.50
Lost £1290

Opportunity
££££££



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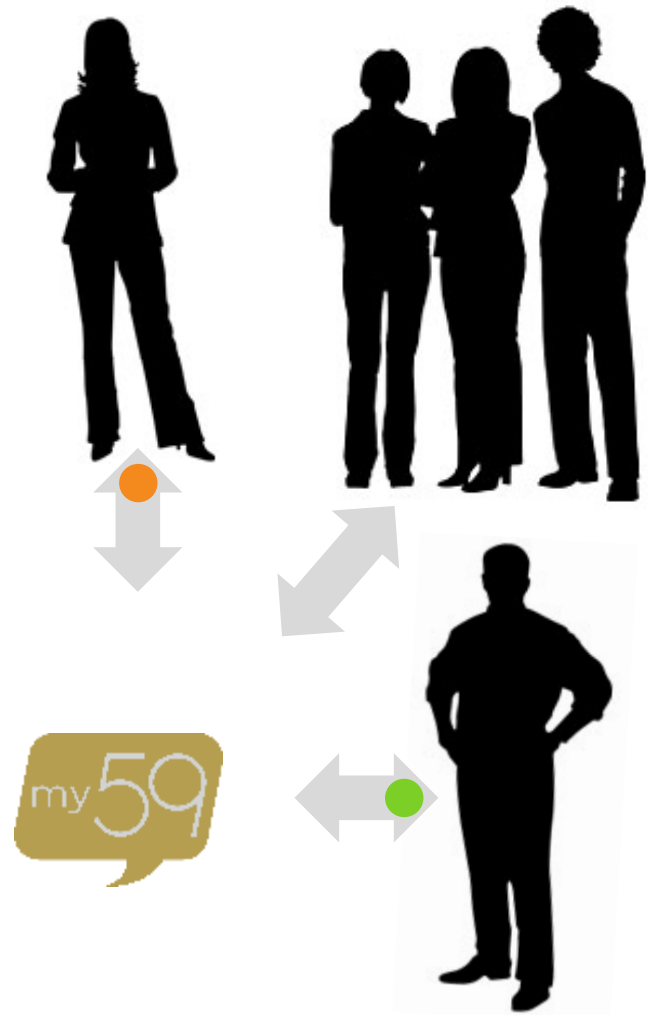
Simple £ What can it mean? Club Z – a real live example

Buggy £5902

Water £1290

Balls £13,198

Missed
Opportunity
£ 20,390



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F&B

A small, solid orange square is located in the bottom right corner of the top-right panel.

Revenue stream 4 – F&B



F&B “Engagement in golf industry”

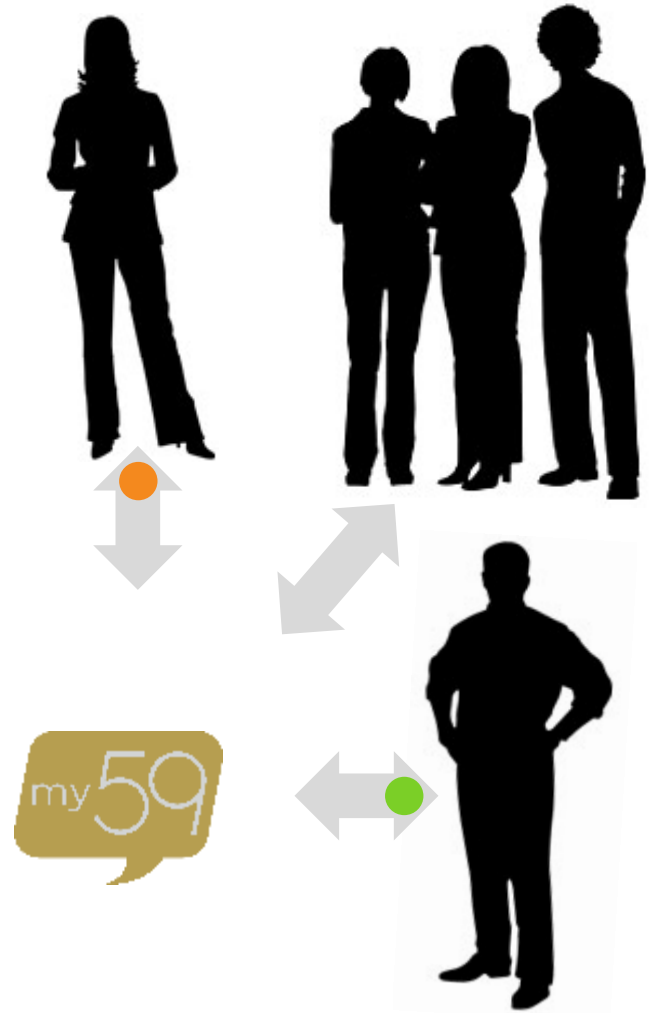
Pre golf snack 29.7% engaged in conversation

On course services 28.2% engaged in conversation

Post golf meal 40.1% engaged in conversation

Opportunity

Brand or £



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F&B “The Golf Industry”

Smile, eye contact,
engage in
conversation during
service

Podium 91.5%
Focused 72%

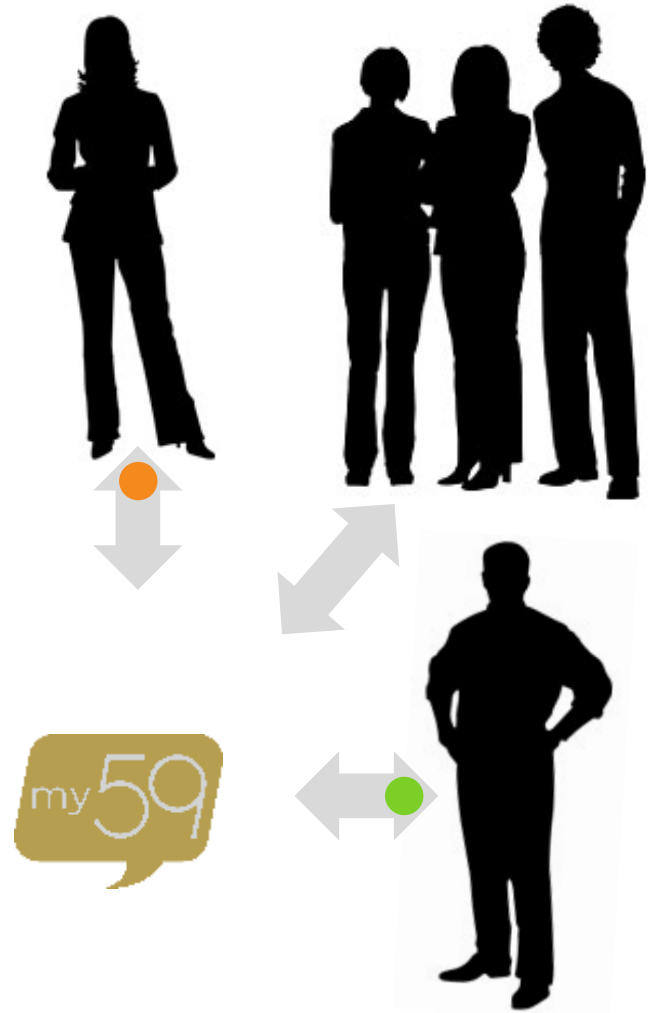
Tried to upsell side
orders or drinks
during meal

Podium 71%
Focused 52%

Tried to upsell
deserts and drinks
post meal

Podium 77%
Focused 30%

Opportunity
££££££



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F&B "The Highstreet"

Smile, eye contact, engage in conversation during service

Podium 100%
Non focused 51%

Upsell techniques

Pre-starter

Podium 33%
Non focused 18%

Starter

Podium 100%
Non focused 32%

Side order

Podium 67%
Non focused 22%

Dessert

Podium 100%
Non focused 55%

Service – When seating the diner did, they explain the process ?

Podium 100%
Non focused 58%

Service – After starter or main did they ask re meal satisfaction

Podium 67%
Non focused 36%



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A High “Service & Hospitality” Mentality is a Huge Opportunity



Where in the journey does service = selling 



Enhancing customer service never stops



Worth every minute of your time



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Thank you & questions

