

Straight from the Source: Dealing Directly with your Customers.

Description: Skip the middle man and deal directly with your golfers. Learn how golf course owners and operators are organizing, managing, and marketing their tee time inventory on a local level to maximize yield and drive more revenue.

Don Rea – Owner/Operator of Augusta Ranch Golf Club, Certified Revenue Manager with Your Course.
President of the Southwest Section PGA

LaMott Smith – Co-Founder/Principal, Raspberry Golf Management

Four Areas of Focus

Employees

- Training Tools to Encourage Relationship Building
- Innovative Ideas to Ensure Customer Engagement

Customers

- Knowing your Customer Segments
- Customers aren't Segments they are People – Ask and Listen
- Adapting your Business to Exploit Your Word of Mouth Advertising
- Sustainability is the Key

Community

- 5-10 Miles Around Your Golf Course – Google Earth It.
- Don't Judge Your List
- Embed Yourself in Your Community
- Authenticity Drives Relationships

Charity

- Motivation must be Sincere
- Deep is Better than Wide
- Talk the Talk, Walk the Walk

Feel Free to Contact Us – (Turnover this handout for the best ideas for your course):

Don Rea: drea@yourcourse.us

LaMott Smith: lsmith@raspberrygolfgmt.com