




“How to get the most Catering Dollars from your Members”

Presented by:
Kevin Brant, CPCE
VP Private Events - ClubCorp

Members

- **How many Members do you have?**
 - **What do you know about them?**
- 

It's all about...

- **Relationships**
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- **Relationships**

Member Application

- **Basic Info**
 - Address, marital status, date of birth, anniversary date, dependents (and DOB)
- **Spouse Info**
- **Preferred email address**
- **Business Name/Address**
 - Type of business
 - Title

Member Survey

- University attended
- Charities involved in
- Civic / Fraternal organizations
- Member of Associations
- Religious affiliation
- Hobbies / outside activities

Marketing 101

- **How many times does a person have to hear or read about your product or service before they buy it?**
- **Why look outside your Membership?**

Raving Fans

- **Who are they?**
 - **Can a non-member be a Raving Fan?**
- **How can you identify them?**
- **How do you build relationships with Members to make them Raving Fans?**
- **Recognition**

New Members

- **I LOVE new Members!**
- **First 2 years are critical to keeping a Member**
 - **What happens after the 1'st year?**
- **Orientations, Mixers, Receptions**

Boards and Committees

- **When was the last time your Catering Director attended the BOG (or any meeting)?**
- **Movers/Shakers/Raving Fans**
- **What better way to show off menu items, décor, etc.**
- **Recognition and Rewards**

Internet

- **When was the last time you looked at your site – or even updated it?**
- **Pictures are a Must!**
- **Menu items/package descriptions**
 - **Price or no price?**

Internal Prospecting

- **Where are your Members coming into the Club?**
- **Visibility in the Club**
- **Posters/displays**
- **Newsletter**
- **Email**
- **Statement Stuffers**

Internal cont...

- **FAX cover sheets**
- **Follow Up**
 - **Thank you Notes**
 - **Survey's**
- **Member/Guests**
 - **Request for Information Card**



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