

TAKE YOUR GOLF TOURNAMENTS TO THE NEXT LEVEL

Increase Your Golf Tournament Business
Become the Tournament Expert
Take Customers to the Next Level

THE GOLF TOURNAMENT INDUSTRY

- 1 Million Golf Tournaments Annually in the US
- Fundraising, Corporate and Competition
- 80 Players, \$8,000 per event
- Charities, Associations, Corporations
- Schools, Churches and Civic Groups

INCREASING TOURNAMENT BUSINESS

- Become the Expert
- Teaching Customers to use your property
- Learn the tournament decision process
- Help customers to improve their events

STEPS TO A SUCCESSFUL GOLF TOURNAMENT

- Define Your Purpose and Goals
- Staffing Your Event
- Finding the Right Golf Course
- Choosing the Format
- Selling Sponsors
- Promoting Your Event
- Recruiting Golfers
- Games and Contests

STEPS TO A SUCCESSFUL GOLF TOURNAMENT

- Gifts and Prizes
- Using Signage
- Photos and Videos
- Auctions
- Awards Ceremony
- Time Line
- Budgets
- Wrap and Follow up

THE TOURNAMENT DECISION PROCESS

- Getting Prepared and Warm up
- Addressing the Ball - Introduction
- Analyze the conditions - Qualification
- The Swing - Presentation
- Getting out of the Rough - Objections
- Making the Putt - Closing the Sale
- Follow Through – Follow up
- Improving your Game - Add on Selling

INCREASE YOUR EXISTING BUSINESS

- More Golfers
- Additional Merchandise
- Other Services
- Referrals
- Different Events

CONCLUSION

- Increase Your Golf Tournament Business
- Become the Tournament Expert
- Take Customers to the Next Level
- It is up to you
- What is your plan?