

Customer service

Continued from page 62

7. Develop a "Truth in Golf" code whereby employees are routinely candid about course work/maintenance. If there is sizable ground under repair, temporary greens or cored fairways, golfers should be told before they pay their green fees. Along the same lines, organize a regional "Truth in Golf" code to which competing courses subscribe. (For example, area facilities could agree to rotate aeration schedules so as not to overlap; schedules would be publicized so golfers know what to expect). Also, post and adhere to "all-in-one" pricing. Don't post a green fee that doesn't include tax, cart fees, etc., as patrons don't like to be "nickled and dimed." Make sure your marketing emphasizes this all-inclusive pricing.

6. Stop using the term "ranger" and start using "course ambassador." Equip these ambassadors with cellular phones and allow players (perhaps those waiting on a tee behind a slow foursome) to make local calls. Arm ambassadors with free "lake" balls to pass out to players who are searching for lost balls. Also, for outings, make sure ambassadors, starters, all employees know exactly who the group coordinator is. Make sure he or she experiences as little stress as possible. Make him or her look good to their colleagues.

5. On busy days, choose a pace-setter group — a foursome teeing off with open space in front and several groups behind — and offer it rewards for playing in less than four hours. Maybe a complimentary cart the next time they play. Or a sleeve of balls. Make the offer publicly — i.e., in front of other foursomes — so customers know you're acting selflessly, in their best interest.

4. Hold free clinics for women and juniors — ladies one week, kids the next. In July and August, start women and juniors (perhaps veterans of your clinics) on the back nine at 8 a.m., so they can play nine holes at their own pace. Also, for a nominal fee, open the course to beginners for late-day play.

3. On cold days, send out complimentary hot beverages on the beverage cart — or offer them on the first and ninth tees. After all, these are your die hards. Show your appreciation. Further, rather than raising prices on poor weather days, put rain gear and umbrellas on sale. Find out who your regular customers are. During the off season, write them thank you notes and offer them a free round the next year.

2. Don't ask a player whether he had a good round; ask whether he had a good time. The experience is what counts, and it's the little things that add up to a pleasant (or unpleasant) experience. So, bag boys should meet and greet customers in the parking lot or bag drop; they should determine each customer's name and use it in conversation. Insist on smiling faces, introductions to playing partners, clean carts, pin sheets, courteous starters and rangers, post-round club cleaners. Provide a consistently high level of service from the parking lot to the pro shop to the 19th hole.

1. The Universal Check: On top of the rain check, adopt The Universal Check, whereby anyone unhappy with their experience — for any reason — receives a free round of golf. The loyalty and good will generated by this policy will far outweigh those customers determined to take advantage. It will set the tone for your facility.

GOLF COURSE NEWS

Golf Course Classifieds

To reserve space in this section, call Diana Costello-Lee at 207-846-0600

SEEKING EMPLOYMENT

CERTIFIED GOLF COURSE SUPERINTENDENT

Experienced in all phases of course construction, grow-in & rebuilds. Willing to travel in states, or abroad. Good communicator, administrator, resource manager environmentalist & scientist. Have a portable laboratory for on-site analysis of turf & soils. One call does it all! 1-909-794-8702.

EMPLOYMENT OPPORTUNITIES

SHAPERS WANTED

Golf Course Construction Shapers Needed. Must be willing to travel. Fax resume and date available to 616-547-7009.

GOLF COURSE CONSTRUCTION

Shapers/Supervisors needed. Experience with heavy earth moving essential. Willing to travel (Northeast Asia) Send resume: Intergolf, PO Box 209, Dobbs Ferry, NY 10522. Fax: 914-693-9506. Tel: 914-693-2024.

WANTED

Experienced shapers and supervisors for West Coast and Asian projects. Fax resume to 415-492-9856, or call 415-492-9858.

EMPLOYMENT OPPORTUNITIES

Golf course construction project and seeding managers and shapers needed. Must be willing to travel, mainly Southern Michigan. Fax Resume and date available to 517-983-4425

FOR SALE

ARCH STYLE STEEL BUILDINGS

Build it yourself and save money! For cart and equipment storage. Factory direct. Save money on buildings in stock. 30 x 40; 40 x 50; 42 x 76; 51 x 90. Easy to erect. Archway Steel Buildings: 1-800-344-2724.

LASER MEASURING

Laser measuring and sprinkler yardage markers. We do it all! Laser measure & installation of custom metal yardage markers for all types of sprinkler heads. Fairway Yardage Designs: 1-800-368-2448.

COURSE & RANGE FOR SALE

9 Hole Par 3 Driving Range on 28 acres. 2500 sq. ft club house with residence. Auto irrigation system, maint. bldg & equipment. \$650,000. Macon, GA 912-781-8302.

FOR SALE

PIPE LOCATOR

Inexpensive. Locates, traces underground drain, water pipelines of clay, PVC, ABS, steel, cement. Finds lateral lines & tree roots. Bloch & Co. Box 18058 Cleveland, OH 44118. (216)371-0979

Golf Course News

subscription list offers you the opportunity to reach decision makers at thousands of golf facilities with your own mail piece. Call 207-846-0600 for more information

GOLF MAINTENANCE BUILDINGS

DESIGN / CONSTRUCTION
MANAGEMENT / CONSULTATION

NATIONWIDE TRACK-RECORD

GOLF BUILDINGS DEVELOPMENT, INC.
4400 PGA BLVD., SUITE 700
PALM BEACH GARDENS, FL 33410
(561)694-8008 • FAX (561)694-3036

BUSINESS OPPORTUNITY

Golf Course News

subscription list offers you the opportunity to reach decision makers at thousands of golf facilities with your own mail piece. Call 207-846-0600 for more information

REQUEST FOR PROPOSAL

The Huntsville-Madison County Airport Authority-Huntsville, Alabama, is soliciting proposals until January 31, 1997, to operate an 18-hole public golf course, adjacent to Huntsville International Airport. This course was operated by the City of Huntsville as a municipal course for the past 25 years. To obtain a Request For Proposal contact the Huntsville-Madison County Airport Authority Box 20008, 1000 Glenn Hearn Blvd. Huntsville, AL 35824 Attn: Butch Roberts (205) 772-9395 ext 260.

DEVELOPMENT NEWSLETTER

Subscribe to the *Golf Course News Development Newsletter* which tracks golf course projects under consideration across the nation! Just \$195 for a yearly subscription. Call Editor Peter Blais at 207-846-0600 for more information on how you can subscribe.

POND & LAKE LINERS

- Buy Direct from fabricator 20, 30, 40 mil PVC, Hypalon, HDPE, & P.P.
- Custom fabricated panels of up to 25,000 S.F. available.
- Material Only, Material & Supervision, or Complete Installation service.



1-800-524-8672

1062 Singing Hills Road • Parker, CO 80134
303-841-2022 • Fax 303-841-5780

SOLID BRONZE SIGNAGE

- Yardage Markers
- Tee Signs
- 100, 150, 200
- Commemorative
- Laser Measuring
- Sprinkler Tagging
- Yardage Books

FROM TEE TO GREEN, INC.
(800) 932-5223
Fax: (219) 637-6874

We'll Seal Your Lake Empty or Full!

ESS-13 Eliminates
The Need For A
Synthetic Lake Liner



P.O. Box 51177
Phoenix, Arizona 85076-1177
800-214-9640 Fax 602-829-1106

Since 1958

HOW TO ORDER A CLASSIFIED AD

RATES: \$90 per column inch (25-35 words, including a bold headline). Each additional 1/4 inch is \$30. If ordering a logo, please indicate and include an extra \$45; for a blind box, please indicate and include an extra \$20. All line ads must be prepaid. All rates are per insertion. For more information, call Diana Costello-Lee at (207) 846-0600. To place your classified ad, mail your ad copy with payment to: *Golf Course News*, PO Box 997, 38 Lafayette St., Yarmouth, ME 04096 or fax to: (207) 846-0657

Your Name _____
Company Name _____
Address _____
City _____ State _____
Zip _____ Daytime Phone _____

- Payment enclosed, or
 Charge to my credit card
 Visa/MC _____ Exp. date _____
 Am Ex _____ Exp. date _____
Signature _____

Logo Blind Box