

Think the Golf Course Superintendents Association of America (GCSAA) let you down by going to Atlanta again? Or that the organization isn't doing enough for the membership?

Well, just take a look at the quality educational opportunities presented by the GCSAA and compare them to what the PGA of America offers its members.

Yes, these are real seminars, roundtables and lectures to be held at the PGA Merchandise Show later this month.

► **How to Drive Revenues and Create Loyalty for Public Courses Without Discounting:** A unique loyalty program which is driving revenue for golf courses across the country rather than building loyalty through discounting has been developed. How to implement such a program, as well as incentivize the staff at the course, and the off-course venues will be part of the talk.

My take: That's right, do everything not to give the golfer a deal. Shoot, spend lots of money if you have to, but we can't lower green fees!

► **Focus on the Emotional Side of the Sale:** This program will give you the tools to highlight, discuss and share in the emotional side of the purchase, which may make the difference between a sale being made and a sale being lost. ... We have always believed that when a customer comes into a pro shop or golf store, they are not looking for the products that you sell; the customer is looking for a place and a person from whom to buy the products.

My take: In other words, hire pretty women.

► **Retail Golf Business is Show Business!**

My take: Mercifully, no description was offered.

► **Communication Skills for the X & Y Generation Employees**

My take: Another description-free listing. But you can pretty much boil it down to this: "Tell them, 'I mean, you know, we really like you. But, could you like, I mean, you know, cut down on the I means, likes and you knows?'"

► **Creating Golfer Loyalty by Utilizing Technology:** Branch out from the traditional uses of your POS systems to get existing golfers to play more at your course. Course operators typically use their electronic tee sheets and POS systems as slightly

These Seminars Are *Really* Funny

BY GEOFF SHACKELFORD



LEARN HOW TO NOT
DISCOUNT, AMONG
OTHER THINGS

upgraded versions of their predecessors: paper tee sheets and cash registers. The tragedy is that these can be some of the most powerful tools in building ongoing customer retention and loyalty.

My take: The tragedy? If you take the time to create a customer record and then take the care to process future transactions for each golfer in his or her dedicated transaction record, you will effectively create a picture of how valuable they are to you. In other words, you'll learn how to note who are the big tipplers.

► **How to Pre-Plan Your Visual Merchandising After Pre-Booking Your Product:** This plan will include learning how to develop a floor plan to pre-determine on what fixtures product will be displayed each month, incorporate tournaments/ holidays/league dates to focus promotions around, and develop a master back office delivery schedule. With a detailed plan like this, every staff member will be able to not only sell, but pre-sell products to your customers.

My take: Next year they'll teach you how to pre-plan the pre-selling of your pre-products to pre-customers.

► **The Power of Leadership When It Comes From the Heart Instead of the Head:** This program focuses on the trend toward developing a more authentic and emotional leader. This is not about style but about building the leader who is more authentic and creates the emotional attachment necessary to lead in today's frenzied, economic-paced environment. ... At the conclusion, attendees will have a complete strategic plan, ready for implementation, for differentiating themselves as true leaders.

My take: That Understanding Biostimulants seminar looks a whole lot better, doesn't it?

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