

## Off The Fringe

# He's Got Game

BUT GREGG BRENINGMEYER SAYS  
HE NEEDS TO PLAY GOOD GOLF  
TO CONDUCT GOOD BUSINESS

By Larry Aylward, Editor in Chief

**G**regg Breningmeyer is a fine golfer. But he'd better be, because he says he has to be.

Breningmeyer, group director of sales and marketing for John Deere Golf, is a 7-handicap player who used to be an 18-handicap player four years ago and even higher before that. Because of his job — he plays a

lot of golf with John Deere Golf clients on the course — Breningmeyer worked hard to improve his game on his own dime.

"Frankly, I dedicated myself to getting better because I was embarrassing myself," Breningmeyer says. "I was doing my business relationships

more harm than good by playing poorly."

Breningmeyer travels frequently and all over the world. He has played golf in

places that a lot of people have never heard of. And most of the people Breningmeyer plays with, of course, are associated with golf courses as owners, general managers, superintendents and in other capacities. Most are very competent players. So you can see why Breningmeyer wanted to be as good or better than his playing partners.

"Think about it from a purely business relationship: Where else can you get a customer's undivided attention and time for five hours than the golf course?" Breningmeyer asks. "But you don't want that time to be torture, or you won't get another five hours with that customer."

"That's what drove me to get better," he adds. "Plus, I love the game."

Funny thing, Breningmeyer says he has closed many deals with clients on golf courses without even talking business. "It's because I went out and made friends with them and played golf with them, and we had a good time together," he says. "That alone pushed the deal in my favor."

"This is a relationship-driven business," he adds. "But golf sales is relationship selling on steroids. That's why I spent my own money and found myself a coach and told him, 'Turn me into a good golfer in a year.'"

Indeed, a 7-handicapper is a pretty good golfer. ■

### Tell us about your game?

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