Through our Business Relationship Officers (BROs), the PGA offers a **FREE** service designed to impact on a PGA Professional’s day to day performance with the goal of ensuring each enjoys **a productive and proactive working relationship** with their golf facility. This relationship should be beneficial to both parties, and go a long way to ensuring that every customer has an excellent experience whenever and wherever they choose to play golf.

To begin your PGA Professional ‘Business Health Check’, please respond to the questions below.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Can you provide evidence of how you….** | **Yes**  **√** | **No**  **√** | **Why is this important?** |
| 1 | …help to **recruit** members to the golf club? |  |  | At a time when many clubs are ‘leaking’ members, your ability to bring in new members will demonstrate your value to the club. |
| 2 | …encourage **retention** of current members at the golf club? |  |  | As above, being part of the reason that a member views their membership as ‘value for money’ will again mean you are able to demonstrate your financial worth. |
| 3 | …encourage **guests and visitors** to use the facilities where you work? |  |  | As membership drops in many clubs, the revenue of each and every green fee becomes more important. Being able to influence revenue generation highlights your value to the club. |
| 4 | …support **playing opportunities** at the Golf Club e.g. coaching, social events? |  |  | Linked to No’s 1-3, golfers play golf for a number of reasons, and offering different opportunities to engage with you and your team should increase the frequency of play, which has been linked to greater sales across the club. |
| 5 | …encourage **non golfers** to use the Golf Club? |  |  | Greater utilisation of all areas of the golf club means greater revenues to the club, means better financial stability at a time when generating revenue is key. |
| 6 | **…aid communication** throughout the Golf Club to the members, guests and staff members? |  |  | 1. To ensure that everything that you do has, where possible, an impact on other areas of the business. Put yourself at the heart of golf activity.  2. Relevant and consistent communication throughout all areas of the business creates a cohesive working environment and improves golfers’ experience. |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Can you provide evidence of how you…. | Yes  √ | No  √ | Why is this important? |
| 7 | …promote the Golf Club & make links with **business, schools & other clubs in the local community**? |  |  | As a club ambassador, you once again add greater credibility to your role in bringing business back into the club. |
| 8 | …ensure that you have the **relevant skills and knowledge, qualifications & accreditations** to work effectively in the Golf Club/community etc? |  |  | Keeping accreditations and qualifications up-to-date means you will be the on-site expert in golf-related matters, as well as providing re-assurance to parents, committee members and others that you are acting in a safe, professional and ethical manner. Maintaining these standards can also provide you and your club with access to significant funding opportunities. |
| 9 | …utilise **volunteer/employee** involvement at the Golf Club? |  |  | Empowering all key individuals to enhance efficiency of golf operations will lead to greater productivity for the club and the individual. |
| 10 | …help develop **Golf Club policy**? |  |  | Your insight as the ‘expert’ and main ‘focal point’ for so many golfers’ means you should have a view that will help shape policy to enhance issues addressed in No.’s 1-9 above. |

If you have answered NO to any of the questions why not take advantage of the FREE BRO service, which can provide you with ideas and advice on how to strengthen your value to your customer, employer, committee, owner, etc., and maximise your revenue.

**To take advantage of this FREE service, which is already making a difference to many PGA Professionals across GB&I,**

**please contact Yvonne McPhillips on 01675 470 333 or email** [**Yvonne.mcphillips@pga.org.uk**](mailto:Yvonne.mcphillips@pga.org.uk)**.**

**Alternatively, contact your PGA Regional Office.**