



PGA BEST PRACTICES: TEACHING

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Monday, June 20, 2016

Bob Doria, a two-time Philadelphia PGA Section Merchandiser of the Year for Public Facilities, is the PGA director of golf at Spirit Golf Management and the PGA general manager at Makefield Highlands Golf Club in Yardley, Pennsylvania.

Offer "Play With a Pro" During Quiet Times

Bob Doria on the importance of offering "Play with a Pro" during quiet times:

As anyone who does evening shotguns knows, the format creates a three-hour or so dead zone where the course must be closed so play can conclude and every hole can be open. For us that gave us three hours of complete downtime and, in turn, an opportunity: why not institute a "Play with a Pro" program in that time? For \$100 - 50 percent off the usual nine-hole playing lesson rate - three people can go out with a PGA Professional and have a nine-hole playing lesson during that dead time, which for us is 2-5 p.m. Monday through Wednesday during the summer before league play. It helps to build relationships while giving the participants the playing lesson so many crave at a reduced price and the opportunity for continued business going forward while we help fill a dead time in our tee sheet.

Bob Doria on the business impact of offering "Play with a Pro" during quiet times:

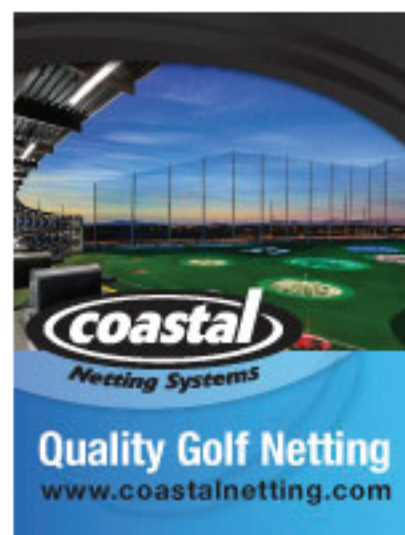
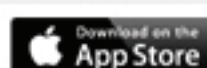
In its initial run in July of last year we offered 24 slots over eight days and all slots filled up within 48 hours (no double dipping was allowed unless slots went unfilled). At \$100 per person we made \$2,400 with the house keeping 10 percent. That means our PGA Professionals (multiple professionals picked which days worked best for them) made about \$2,100. Those lessons helped lead to additional equipment sales, private lessons and clubfittings. It also allowed us to add more people (we're a public facility) and their contact information to our database, which will allow us to advertise more of our offerings to more people. With that success, and the additional relationships and camaraderie it's brought to the club, the program is back this year June through September.



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Editor's note: The above comments reflect the opinion and experiences of the submitting PGA Professional and are not endorsed by PGA Magazine or the PGA of America.



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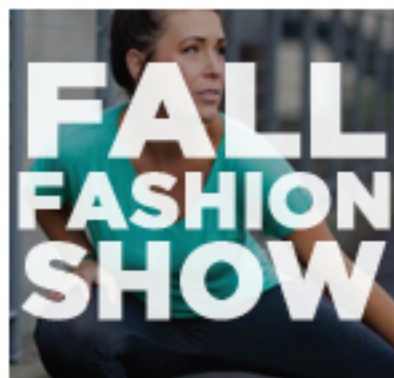
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