

## Connect With Her

### Key Thoughts

- **92% of women share their good shopping experiences with their friends. What are the ladies saying about your shop?**
- **Women “stamp” their memories with emotions. This is why they can remember everything! An emotion is connected to each and every memory. What emotions are connected with their last experience with you or your staff?**
- **Why does she hold onto that old dress that she hasn’t worn in years? Because the last time she wore it was an amazing night filled with love and laughter and she wants to hang on to those memories. Why does she toss out the really nice dress from just last season? Because the last time she wore it she had a huge fight with her husband and she wants to forget that night. Don’t be the dress that she tosses out! Instead be the dress she never wants to part with, fill her head with positive memories and emotions.**
- **It is important to Connect With Her! Why is she interested in golf? Competitive? Wants to Win? Social? Wants to make friends? Know HER goals and what motivates her!**
- **Women want to be invited! They like to receive invitations, either verbal or written. They want to feel wanted!**
- **This is often their one break away from work and mother duties for the week. Make it a special time for them. They have lots of other options for their free time, make your facility their preferred spot to relax and enjoy themselves. A great experience at your facility might just “make their day”!**

## **THE CONNECT WITH HER CHECKLIST**

### **Meet and Greet**

- Are you and your staff prepared to anticipate new customer questions and provide the necessary service upon arrival?
- Do you and your staff properly direct the customer towards the next location (i.e. show, don't tell them how to get there)?
- Do you provide adequate signage from location to location (parking lot to golf shop, golf shop to first tee, green to following tee)?
- Is the signage visible and understandable, with a clean design?
- Is the parking lot clean, cleared of debris, and trash free?
- Do you and your staff personally greet each customer?
- Do you and your staff make eye contact and extend a hand, if it feels right?
- Do you and your staff make the effort to come out from behind the counter?
- Do you know the following things about your female customers?
- 1) Know her name.
- 2) Ask about her family. Know her husband and kids.
- 3) Ask about her interests outside of golf.
- 4) Ask about her work.
- 5) Listen, learn and follow up.
- 6) Where appropriate, research a factor about the person you can appropriately bring up in a conversation.
- Does the staff introduce programming that the client might not be aware of but may be interested in attending?
- Do you frame open ended questions so the woman can tell you her stories?
- Do you and your staff ask your female customer about their experience?

### **Staffing**

- Have you contacted the PGA Golf Management Universities regarding intern programs and new female graduate lists for hiring?
- Are you listed on CareerLinks for job postings?
- Do you contact the LPGA when searching for a new assistant?
- Are you offering recruiting bonuses to females?

- Are you offering staying bonuses to females?
- Do you offer education allowances? Dues reimbursement?
- Have you incorporated pension plan discussions or IRA contributions into your interviews?
- Do you have female staff working in outside operations?
- Do you have female staff working in a marshal or course advisor position?
- Do you have a female starter?
- Do you have female PGA or LPGA Professionals working for you in the golf shop?
- Do you have females working on the superintendent's golf course maintenance staff?
- Have you scheduled staff meetings focusing solely on female sensitivity training?
- Have you scheduled female guest speakers to come and speak during your events?
- Have you taped the interaction between your staff and female members in the golf shop and on the lesson tee?
- Does your staff have the following characteristics which engage women?
  - 1) Strong interpersonal skills?
  - 2) Strong communication skills?
  - 3) A good listener?
  - 4) A self-starter, ready to offer personalized customer assistance?
  - 5) A willingness to learn what is required to offer first-rate service?

### **Women's Marketing and Play**

- Do you have a web page and is it female friendly? Are women's pictures, events and play options featured?
- Are you on Facebook and other social channels, actively marketing to females daily?
- Are you tracking women's play at your facility on a daily or weekly basis?
- Are you tracking women's spending, play and usage patterns?
- Do you survey the women at your facility through Google survey or a similar survey tool?
- Do you respond to the survey?
- Do you have pictures on the walls that include people and not just scenery?
- Are you scheduled to host a Women's Golf Month Event during the year?
- Do you schedule a women's 18 Hole Member-Guest event?
- Do you schedule a women's 9 Hole Member-Guest event?
- Do you schedule a golf professional to be out on the golf course during women's member-guest events?
- Do you offer family-friendly tees? Are they rated?
- Do you offer discounted family play rates?
- Do you offer a four or five-hole rate for new golfers?

- Do you offer a hole-by-hole rate?
- Do you offer unrestricted tee times for females?
- Do you have a ladies league or organization?
- Do you offer a 4-hole or 5-hole ladies beginner league?
- Do you host EWGA events?
- Do you offer on-course fun events to include SNAG, Kwik Golf, team events and scramble from the family tees?
- Do you offer babysitting or parents night out?
- Do you offer access to a female high school golf team?
- Do you offer access to a female college golf team?
- Does your golf shop staff invite female members to PGA Section pro-am events?
- Do you offer women-only demo days?
- Do you offer women-only custom fit days?
- Do you offer women-only play with the pro days?
- Do you offer open play days for women from the state or regional golf association?
- Do you provide information to women on amateur tournaments, junior tournaments and state golf association events?
- Do you upsell to women? Do you point out items appropriate for their spouse or friends?
- Do you provide an invitation for new golfers?
- Do you move new golfers on course, sooner rather than later?
- Do you provide an on-course introduction to beginners to make them feel more comfortable?
- Is your golf course set up in a way to promote fun and success?
- Do you have forward tees and are they rated?
- Does your staff validate the forward tees and encourage play that matches ability and distance?
- Does on-course staff understand how to properly encourage an enjoyable experience for women?
- Is your on-course staff prepared to politely offer assistance and guidance to players?
- Have you hosted a reception with students as a lead into the clinic/lesson?
- In a group lesson, or private lesson, do you take time to have the students introduce themselves and also explain expectations, fears or worries?
- Do you promote TEE IT FORWARD?
- Do you list your programs on Active.com or PlayGolfAmerica.com?
- Do you market accessibility for all golfers?
- Do you offer Get Golf Ready classes?

### **Women's Restrooms and Locker Rooms**

- Do you have clean restrooms?
- Is a member of your staff responsible for regularly cleaning all restrooms at your facility?
- Have you considered the location of on-course restrooms?
- Are your on-course restrooms easily accessible with appropriate signage?
- Do you have an offering of the following personal items in women's restrooms or locker rooms?
  - 1) Daily newspaper
  - 2) Current magazine publications appropriate to a female audience
  - 3) Paperback Selections
  - 4) Monthly newsletter
  - 5) Monthly lesson programs
  - 6) Club events
  - 7) Hair Dryer
  - 8) Curling Iron/Flat Iron
  - 9) Hair Spray
  - 10) Brushes
  - 11) Combs
  - 12) Deodorant
  - 13) Pain medication
  - 14) Mouthwash
  - 15) Bath Towels
  - 16) Hand Towels
  - 17) Band Aids
  - 18) Shampoo
  - 19) Sunscreen
  - 20) Feminine Hygiene Products
  - 21) Soft toilet paper
  - 22) Television
  - 23) Shoe cleaning, if possible
  - 24) Telephone
  - 25) Shower

### **Restaurant**

- Does your restaurant offer healthy options on the menu?
- Are there healthy snacks available?
- Do you designate organic or gluten free options?
- Do you offer low-fat condiments?
- Do you offer low-fat tuna salad and low-fat chicken salad?
- Do you offer baked snacks?
- Do you offer all menu items made without trans fat?
- Do you offer drink options other than water, seltzer and tee without high fructose corn syrup?
- Do you offer decaffeinated iced tea?
- Does your beverage cart offer baked snacks?
- Does your beverage cart offer juices other than orange juice and cranberry juice? Do they contain high fructose corn syrup?
- Do you offer high-protein low calorie bars?
- Do you offer a take-out menu for home dining?
- Do you offer holiday take-out options? (Thanksgiving, Christmas, Easter)?
- Do you have flowers on the tables?
- Do you have warm and inviting colors in your dining room?
- Do you use paper napkins in any dining area?

### **Merchandising**

- How is your merchandise featured? Can a woman readily see where her merchandise is being displayed?
- Do you and your staff acknowledge women as soon as they enter your shop?
- Are you and your staff educated on fit, fabric and suggested care of merchandise?
- Do you give a woman the total look of the outfit that you want her to buy?
- Does your staff know current inventory and are they trained on special orders?
- Do you carry a variety of women's sizes?
- Do you carry women-specific equipment and accessories?
- Do you have a specific location for women's merchandise or does it look like an afterthought?
- Are you selling your women's clothes as lifestyle items?
- Do you carry all sizes of women's left-handed and right-handed gloves?
- Are you aware of the best golf ball choices for women?
- Do you carry women-specific golf balls?

- Do you have magnetic markers for hats?
- Do you sell bug spray?
- Do you sell sunscreen?
- Do you have your merchandise hanging and folded by size?
- Do you have female mannequins?
- Do you have a staff member responsible for displays and dusting?
- Do you offer fashion shows when new merchandise for seasons arrives?
- Do you highlight fashion lines during women's events?
- Do you ask the women what they like and don't like to wear while playing golf? Do you know your female customer?
- Do you collect and track sales data of women's purchases in your shop?
- Are women at ease in your golf shop while browsing?
- Do you offer free gift wrapping?
- Do you track birthdays and anniversaries of your female customers?
- Do you post sales and upcoming events on Facebook, your web page and other social media?

### **Equipment**

- Do you have demo clubs for women to try?
- Do you have women's rental sets?
- Do you have more than one set of women's right-handed rental sets?
- Do you have a set of women's left-handed rental clubs?
- Do you have senior men's rental sets available for strong, tall women?
- Do you have junior rental sets for girls?
- Do you have putters with the appropriate length for most females?
- Do you have shoe options in multiple sizes for women?
- Do you have a catalog out for special shoe ordering?
- Do you offer walking carts?
- Do you have clean carts?
- Do you upsell to women? Do you point out items appropriate for their spouse or friends?

### **Tee Options**

- Do you have three sets of rated tees for women?
- Do you have two sets of rated tees for women?
- Do you have one set of rated tees for women?

- Do you have a rated set of tees shorter than 5,000 yards?
- Do you have family-friendly tees at the 200 yard markers?
- Are your forward tee boxes reviewed by all golf professionals?
- Have all assistants and head golf professionals played from the forward tees?
- Do the forward tees have appropriate landing areas for the average female's drive?
- Are your tee markers set by trained maintenance crew that know how to align them?
- Do you have any ball washers available on the forward tee boxes?
- Do you have flowers or colorful items near the forward tee boxes?
- Do you have trash cans near any forward tee boxes?
- Are the areas near the forward tee boxes edged and weed free?
- Do you have the appropriate signage to find the correct hole and tee boxes?
- Are your scorecards easy to read and do they include a map of the course?

### **Instruction**

- Do you have a female golf professional teaching on staff?
- Do you observe your assistant's teaching style?
- Do you video tape your lessons with all females?
- Do you video tape yourself giving a lesson?
- Do you offer easy access to sign up for instruction? Do you use internet for sign up and cancellations?
- Do your students know where to meet you for a lesson?
- Can students make lesson appointments with your staff online?
- Do you offer on-course instruction?
- Do you offer fitness evaluations?
- Do you offer strategy lessons?
- Do you offer etiquette lessons?
- Do you offer rules seminars?
- Do you offer practice plans?
- Do you offer lesson plans?
- Do you offer lesson series or discounted packages?
- Do you have a covered area in which to teach?
- Do you have access to seating near your teaching station?
- Do you have access to water near your teaching station?
- Do you have power near your teaching station?
- Do you offer interned lessons or video lessons?



- Do you have the following items in your teaching bag? Sunscreen? Bugspray? Band-Aids? Extra gloves in all sizes? Tees? Hand-outs? Paper? Pens? Sharpies? Teaching Aids?
- Do you understand the different presentation of golf instruction to women?
- Do you get to know your student first, so you can best personalize instruction based on her preferences?
- Do you take students on course during lessons and clinics, the sooner the better?
- Do you show them how and where to hit specific shots while on the course?
- Do you set appropriate expectations with your students that match their goals for the experience?
- Do you encourage students to play golf on their own terms – for fun, improvement, to succeed, exercise and to win?
- Have you helped students manage the course by showing them how they can play and enjoy the game?
- Do you get feedback from your student, ask how you are doing and if you could change your approach and improve the experience?
- Do you provide a way to be available for your students, via phone, email, Facebook or Twitter?
- Have you created a schedule and expectations of when and how you will respond to your students?
- Does your player development program offer a welcoming atmosphere?
- Do you offer group instruction or clinics that emphasize the social experience?
- Are you aware of your student's learning styles?
- Are you encouraging your students? Do they feel prepared to succeed?
- Do you offer programs that are convenient to your female customers (working women, mothers and working mothers)?
- Do you offer serviced in conjunction with your programs to align with a woman's busy schedule?
- Do you offer Get Golf Ready programming?
- Have you considered adjusting Get Golf Ready to be even more female focused?