



PGA
Employment Services

CAREER NOTES
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With the beginning of a new golf season, you will likely have some new employees – assistant professionals, golf shop attendants, outside service staff, starters, and rangers. Don't automatically assume they know how to perform basic functions such as greeting customers, answering the phone, handling golf bags, etc. It's important that both new and established employees are up to speed with your operating procedures and know how to deal effectively with the variety of situations that can arise in a typical day. For example, ask yourself the following questions:

- Have you discussed your customer service standards and philosophy with your staff, so they understand the overall experience you want golfers to have at your facility?
- Do all of your employees have a clear understanding of their job duties and performance expectations, and do you give them regular feedback on how they are doing?
- Have you trained your staff on how to greet customers and thank them after transactions?
- Does everyone who works the counter know how to handle routine procedures such as tee times, ringing up sales, dealing with returns and refunds, checking on special orders, etc.?
- Have you given your staff clear telephone procedures – how to answer the phone, how to take messages, how long to keep a caller on hold, how to deal with a caller when there are customers waiting at the counter, etc.?
- Does your outside service staff know how to approach customers, handle bags and carts, direct people to different areas of the facility, handle tipping, etc.? They are often the first “moment of truth” for your customers and can have a great impact on their initial impression of your operation and their overall experience.
- Have you instructed your staff on how to handle difficult situations, such as customer complaints, defective merchandise, violations of facility policy, pace of play problems, etc.?
- Do you keep your key staff members abreast of upcoming events and activities, changes in facility policies, new product arrivals, sales and promotions, etc. so they can knowledgeably answer questions in your absence?
- Have you instructed your staff on how to respond to calls when you are out of the shop or unavailable? Having an employee tell the caller you are “not here,” “out playing,” or “gone for the day” may not be what you want them to say. Give them some standard responses such as “He/She is not available at the moment, how may I help you?” or “He/She is on the lesson tee, I'll be happy to take a message and have them call you.”
- Do you meet with your staff on a regular basis and listen to what they have to say? They can be a valuable source of ideas and feedback to enhance your customer service and help make your operation successful.

Everything your employees do reflects on you as their leader, and nothing makes a better impression than a friendly, well-trained, and knowledgeable staff. This year, make it a priority to convey your expectations to your employees and provide them with the training they need – it will pay great dividends.

Important Reminder – 2016 PGA Compensation Survey

If you have already completed the 2016 PGA Compensation Survey, thanks for supporting this very important PGA research initiative which is conducted for your benefit as a PGA Professional. If not, I hope you will take a few minutes and complete the survey on the Employment area of www.PGA.org by March 31. The survey has been streamlined this year, and the Kentucky PGA asks that all active members and apprentices participate.

Please be assured that the information you provide in the survey is completely confidential, and nobody has access to your personal information. PGA members who complete the survey by March 31 will earn up to 2 MSR credits.

Best wishes for a successful 2016 season, and please don't hesitate to contact me for assistance with any PGA employment programs or services.

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