

**It is important to understand the life cycle of the golfer and the Player Development Plan.**

### **What is Player Development?**

- A program for improving existing golfers
- A program for bringing non-golfers into the game
- A program for making occasional golfers into avid golfers
- A program for increasing rounds of golf at a facility
- A program that brings former golfers back to the game
- A program for developing youth
- A program that increases the overall revenue at a facility
- Insert your definition here: \_\_\_\_\_

The correct answer ... they all are!

### **Player Development Provides Many Benefits**

#### **For the consumer:**

- Provides a more engaging golf experience. Like Starbucks ... that third place between work and home.

*"A place for conversation and a sense of community. A third place between work and home."* – Howard Schultz, CEO

#### **For the owner/operator:**

- Provides an easy-to-adopt operating model that increases golf course visibility and drives profitability. Influences ALL incremental revenue.

### For the PGA member:

- It creates increased revenue opportunities
- Creates new career paths
- Builds current job security

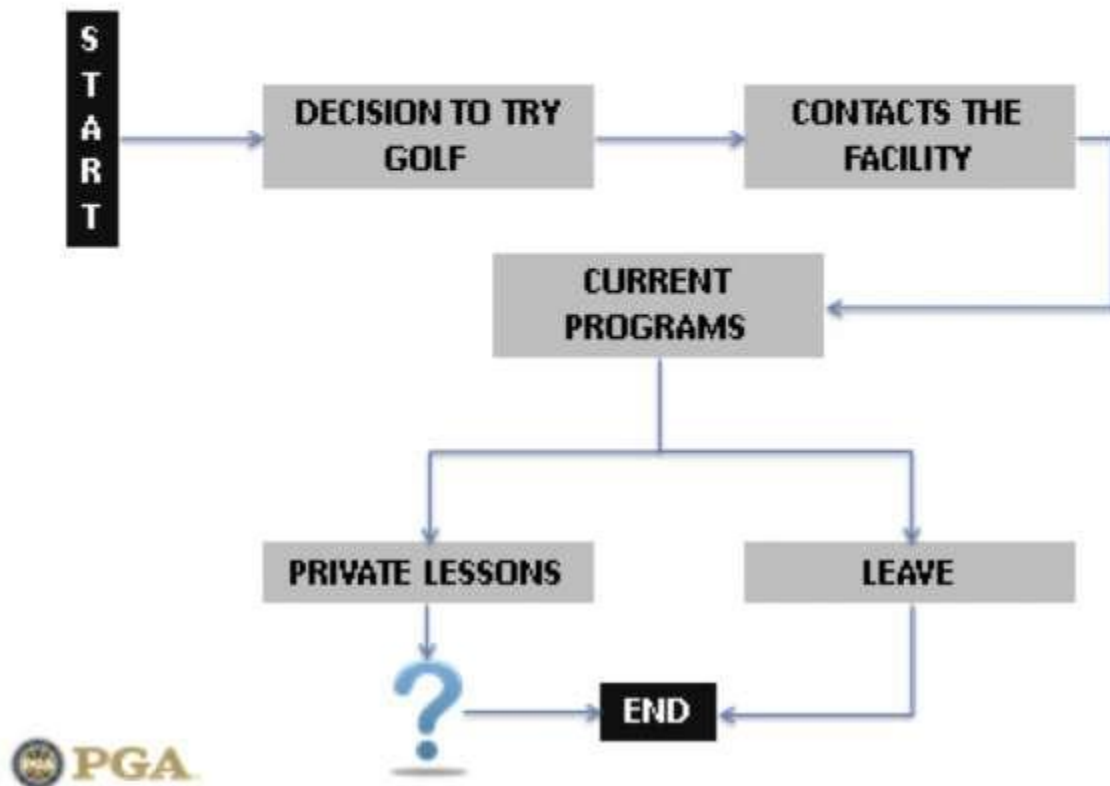
### For the PGA of America:

- Increases brand strength as being recognized as “Experts” in growing the game of golf.

### Current Consumer Lifecycle of an Unstructured Player Development Model

- Mary’s neighbor sparks her interest to try golf. A decision is made.
- She contacts the facility
- Signs up for group golf lessons ie... GGR
- When done... either continues with private instruction or leaves the facility.
- Even if she continues on as a golfer ... no guarantee that she will be loyal to facility.

## Existing Consumer Life Cycle ... “Unstructured” Instruction Model



## Ideal Consumer Life-Cycle using a Structured Lesson Program

- Mary's neighbor sparks her interest to try golf. A decision is made.
- She contacts the facility and is exposed to a welcoming environment/experience
- Signs up for structured GGR product
- Provided facility Tour and meets staff
- Participates in consistent instruction with on-course experience
- Instructor engages in post instruction communication
- Provided play opportunities (retention products for further development and social experience)
- Exposed to league play
- Next Steps instruction products

