



Golf Management Innovations

Golf Club Operations Online - GCOOL@selkirk.ca

HIGH IMPACT MENU COPY BOOSTS F&B REVENUES

Highly descriptive, sensory menu copy for food, beverage, wine, and beer selections can greatly boost clubhouse revenue. Most menus, unfortunately, are neither descriptive nor sensory. Basically, there are three ways for your clubhouse staff to boost F&B revenue:

1. Raise prices
2. Increase diner numbers through advertising and increase repeat purchases while retaining existing customers
3. Increase the average ticket with add-on selling and upselling. This is what a menu copy writing system can help to achieve.

A well conceived menu, with complete selection descriptions, is a huge time saver. Diners can read and answer their own questions instead of relying on servers to explain ingredients and prepare techniques.

Plus, menus can be great anticipation builders as diners vicariously sample every item in search of the ones that appeal most to their appetites. Thus, your menus are not only informational, they can also be highly entertaining and the subject of pleasurable discussion among diners. Words can make mouths water and persuade diners to try dishes they may not have otherwise tried. Consider all the information a menu can convey:

- Quantity
- Quality
- Price
- Brand names
- Point of origin (health consideration)
- Sensory terminology
- Food preparation techniques
- Visual presentation
- Dietary considerations
- Differentiation: why this item is "special"

Menu copy should be more than an assemblage of adjectives, but rather carefully chosen evocative words that respond to sight, smell, touch, taste, and sound.

In the book, *Marketing Golf*, by Selkirk College Publishing, author Steve Bareham employs a three-step process to create great menu content:

Analyze and breakdown all the key ingredients in the dish or beverage. For example, a Grilled Pancetta Prawns recipe could include prawns, pancetta, sundried tomato, sage, olive oil, and Tabasco.

By analysing the key ingredients, and by then brainstorming solo or with other staff, friends, or family members, attach sensory words that would logically be aligned with the ingredients. E.g. irresistible, skilfully, robust, aromatic, delicately, delectable, elegant.

Next, merge the ingredients words with words your research and brainstorming produced. This can take

considerable time, but it's fun and can generate very impressive results: Irresistible tiger prawns skillfully wrapped in robust pancetta, aromatic basil and sage leaves, touched with Tabasco and threaded delicately on bamboo skewers and quickly grilled to a delectable crispy finish. Served with crusty bread and a salad to yield a light yet elegant dish.

NOTE: The foregoing excerpt is from an entire chapter on the topic of creating high impact menus. The 1/2-day module includes a comprehensive PowerPoint show, complete with numerous video links and reference articles that are useful for staff training. Boost revenues and diner satisfaction.

Selkirk College to launch online courses Nov. 2008

Golf club staff can improve workplace performance through management courses and modules by Selkirk College, the only accredited post secondary institution in Canada to offer online golf management training. The 10-course Golf Operations Online (GCOOL) certificate includes.

- Overview of Golf Club Operations
- Financial Tools for Golf Managers
- Golf Club Marketing
- Human Resources for Golf Clubs
- Tournament & Special Event Planning
- Financial Controls for Golf Clubs
- Food & Beverage: Revenue Management Tools
- Golf Shop Operations
- Turf Grass Management
- Organizational Leadership in the Golf Industry

SINGLE MODULES: In addition to complete courses, golf club staff can select from dozens of time efficient learning modules designed to upgrade staff knowledge and skills for specific workplace assignments (modules take about 1/2 day to complete).

Modules and courses employ the most impactful technologies available to make learning effective and fun.

Courses will run Nov. 3/08-Jan. 23/09, Feb. 2/09-April 24/09. Modules run Nov. 3/08-June 30/09.

