



Golf Management Innovations

Golf Club Operations Online - GCOOL@selkirk.ca

Sales Training Boosts Profits

Nothing a manager does will produce faster revenue results than helping sales staff improve sales skills. Even small improvements in telephone service, how to deal with customer objections, knowing how to structure a sales story, and learning how to listen, can boost profits dramatically within 30 days.

Have your staff complete this sales fitness test below; their answers may be instructive with regard to possible training needs.

SALES EFFECTIVENESS QUOTIENT

- You recognize customer buying signals and use all opportunities to close the sale?
Always (10) Sometimes (5) Never (0)
- You anticipate customer concerns and can overcome objections?
Always (10) Sometimes (5) Never (0)
- You turn every sales situation into a win-win for customers?
Always (10) Sometimes (5) Never (0)
- You know how to ask for the sale the right way?
Always (15) Sometimes (10) Never (0)
- You organize all sales activities around specific objectives and develop a strategy for dealing with customers?
Always (10) Sometimes (5) Never (0)
- You use interesting and convincing sales stories?
Always (15) Sometimes (10) Never (0)
- You ask open-ended questions to obtain detailed information?
Always (15) Sometimes (10) Never (0)
- You enjoy meeting and communicating with people?
Always (15) Sometimes (10) Never (0)

SCORING

85-100: you're a pro
70-84: you're semi-pro;
40-69: lost art of selling not totally lost;
below 40: way to go...a long way to go.

NOTE: *The foregoing test is from the book, Marketing Golf: The Meta-Manual for Club Managers.*

The textbook is available from Selkirk College and is the reference source for the Marketing Golf online course (see #3 above right). The chapter on sales can be taken as an independent module as well and would be particularly useful for golf shop staff.

GCOOL Online Course Information

Golf staff can improve career skills through Selkirk College, the only accredited institution in Canada offering online golf management courses. The 10-course Golf Club Operations Online (GCOOL) certificate includes.

Nov. 3, 2008 to Jan. 23, 2009

- Overview of Golf Club Operations
- Financial Tools for Golf Managers
- Marketing Golf: A Meta-Manual for Club Managers
- Human Resources for Golf Clubs
- Golf Shop Operations

Feb. 2—April 24, 2009

- Financial Controls for Golf Clubs
- Food & Beverage: Revenue Management Tools
- Tournament & Special Event Planning
- Turf Grass Management
- Organizational Leadership in the Golf Industry

MODULES: In addition to the complete courses, golf club staff can select single time-efficient learning modules to upgrade skills for specific workplace assignments (modules take about 1/2 day to complete). Module enrolments start Nov. 3, 2008 and run to June 30, 2009.

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

COURSE AND MODULE FEES

Complete 10-module course	\$575.00
Individual skills modules	\$110.00

ADMISSION REQUIREMENTS

GCOOL online courses are open admission, but applicants who hope to complete courses successfully should have solid computer, verbal and written skills. Students need computer access and high-speed Internet. Applications accepted beginning June 1, 2008.



Selkirk College