



SALES & SERVICE DELIVERY

Programme Overview

- ☑ Lead Generation - Tactics to harvest new business through referral, social media and website marketing
- ☑ The Membership Enquiry and Joining Process – Successfully converting a new membership 'lead' through to the new joiner and club integration process
- ☑ Golf Days and Events – Creating a great experience and enhancing revenue through your Golf Day business
- ☑ Tee Sheet Management – Strategic tee sheet management for your club, to maximise effective utilisation without compromising the golfer experience
- ☑ Service Excellence – Creating 'memorable moments' throughout your venue

Learning and Development Outcomes for YOU and YOUR CLUB

You will gain a higher level of skills and knowledge in how to maximise revenue growth opportunities while developing hospitality excellence in all areas.

During a series of practical workshops, you will create and build a number of revenue generation and service excellence action plans including:

- ☑ Action Plans for lead generation in Membership, Green Fee and Golf Day business
- ☑ A tee sheet management policy to maximise utilisation and golfer experience
- ☑ Plans for enhancing service and hospitality experience to help create 'Memorable Moments' for both members and visitors

Who is this Certificate suitable for?

- ☑ Golf Club Managers
- ☑ Deputy Golf Club Managers aspiring to become a Golf Club Manager
- ☑ Operations Managers, Department Heads, Membership Managers or similar roles
- ☑ Honorary Secretaries



in Golf Operations and Hospitality

- ☑ This Certificate forms part of the GCMA Advanced Management Award in Golf Operations and Hospitality

Other Certificates in this Award

- ☑ Food & Beverage Management
- ☑ Marketing Strategy
- ☑ Golf Course Management for Golf Club Managers