

Country Clubs



Market Includes

- Golf Courses S.I.C. 7992
- Racket Clubs S.I.C. 7997
- Gun Clubs S.I.C. 7997
- Health/Sports Clubs S.I.C. 7997
- Country Clubs S.I.C. 7997
- Bowling Alleys S.I.C. 7933
- Misc. Amusement and Recreation Services S.I.C. 7999

Market Image

- High-end image and results focused
- Strive to exhibit professionalism, reliability, safety, etc.
- Reputation, trust, word of mouth, customer results and satisfaction matter
- Desire to be different through expanded services

Business Considerations

- Employee turnover
- Marketing focused around promotions
- Licenses and documentation
- Maintenance of client/member records
- Chain or regional group
- Maintenance of facility and high-priced equipment
- Safety and liability pertaining to member well-being

Departments

- Sales/Membership
- Spa Services
- Management
- Purchasing
- Health Services
- Sports Department(s) Managers
- Food and Beverages
- Service Center/Front Office
- Human Resources
- Training
- Event Planning
- Marketing

Tips for Managing the Account

- Uses technology, e.g., membership, events, etc.
- May have a website to promote services
- Expands services and availability to fit the community and membership needs
- Averages 10 to 200 employees
- Typically automates payroll
- Appreciates convenience and single-source approach with creative ideas and flexibility

- Image is critical, not price. Focus on quality and service.
- Custom solutions are important so they stand out
- Stays abreast of marketplace economic shifts—affects membership and services

How This Market Grows

- Expand services to remain competitive
- Affiliations with schools, hospitals, rehab centers, larger sports facilities, etc.
- Provides products and services at reasonable prices
- Sensitivity and personal care encourages word of mouth
- Client/member results and satisfaction important
- Marketing—full-color brochures featuring people and facility amenities
- Economy affects this industry
- Seasonal business—high peaks can include larger events in the community/region and during school holidays/breaks
- Promotions that draw traffic during the off-season
- Offering tournaments and single-day events for groups, corporations and families

Contacts

- General Manager
- Membership/Sales Manager
- Facilities and Operations Director
- Purchasing Manager
- Marketing Manager

Larger Operations

- Event Coordinator
- Affiliations/Associations Manager

Peak Buying Periods

- Spring
- Long-weekend specials
- Prior to the holidays
- Will see an increase in participation based upon major sporting events, e.g., Olympics, PGA, World Cup, Wimbledon, etc., when athletics and participation in sports has daily exposure (news, etc.)

Probing Questions

- What services do you offer?
- Are you a public or private club?
- How do you promote your services?
- How often do you hold events for your members?
- Which of your events are most successful? Why?
- Do you have an event planner? If so, how do you promote that added service?

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- Is your client/member base aware of your entire service offering or do you target services by membership types?
- Do you use an annual membership renewal program? If so, when do you hope to start those efforts?
- Are you affiliated with any hotels, golf courses, spas, etc.?
- Do you have a department manager for each service offering?
- How do you inform existing members of your services, events, etc.?
- How do you attract new members?
- Do you offer complete dining services, juice bar, event catering, etc.?
- What type of maintenance programs do you have to perform daily, weekly, etc. Does this include the grounds and the facilities?
- Do you maintain membership/client records? If so, how long?

- How do you maintain facility records?
- Who handles your payroll and accounting?

Sales Approach

- Present yourself as a professional solutions provider
- Ask if there are any other departments you should meet with, e.g., marketing, membership services, events, etc.
- Research and be knowledgeable about the image they are trying to portray, e.g., demographics, families vs. corporations, local vs. regional, limited services vs. broad scope
- Present a full array of solutions, including a diverse marketing approach—this will capture all audiences
- Understand the scope of service

Product Solutions

General Offering:

- Business Cards, Letterhead, Envelopes
- Membership Agreements
- Release Forms
- Presentation Folders/Proposals, Event Contracts
- Gift Certificates

Business Management Offering:

- Business Checks and Payroll
- Custom Office, Work Order & Maintenance Forms
- Receipts or Receipt Books
- Statements/Invoices
- Window and Imprinted Remit Envelopes
- Sign-Out Logs (equipment, keys, etc.)
- One-Write: Maintenance Control System
- Filing Systems (Cabinets, Folders, Labels)
- Tax Forms (W-2s/1099s)
- Deposit Tickets
- Endorsement and Misc. Stamps

Marketing and Full Color:

- Holiday Cards and Calendars
- Menus

- Postcards (Events)
- Brochures/Flyers
- Presentation Folders—Service Offering
- Rack/Display Brochures—for affiliations and cross-promotion for other services
- Banners—events, registration, etc.

Services:

- Check Fraud Protection—EZShield®
- eChecks
- Design Services
- EDDM Mailing—new service or event announcements
- Targeted Mailings—membership renewal; service offering
- Social Sweepstakes or Social Coupons

Promotional Items:

- Magnets
- Water Bottles with Branded (logo) Wrap
- Name Badges
- Sports-related Gifts—golf products, backpacks, game tokens
- Awards