



Selling Your Outings

The guaranteed fastest way to increase your revenue is to increase the effectiveness of your sales team. A 10% improvement in closing skills can add up to tens of thousands of dollars a year. A poor sales person can just as easily blow tens of thousand of dollars a year! No marketing campaign should ever be under taken without the following Sales Systems in place first! Guaranteed predictable results can only be produced if the optimum sales presentation and scripts are developed and then followed to the letter by everyone on staff!

(We strongly recommend that make the investment and take the time and effort to read Outing Sales Success Manuals where the entire eight module are devoted to improving golf outing specific sales skills.)

Phone scripts

Phone scripts should include the greeting, a positive statement about the club and a transition into the questioning stage.

Ie.

Hi this is Jody I'm the Outing and Events specialist at XYZ Club. It's great to talk with you. Before we get into the specifics of what we offer allow me to ask you a few questions about your event.

Questioning scripts

These scripts should help your staff ask a few simple questions to establish rapport and qualify the outing prospect.

Is this the first time you have had this event?

Where did you hold it last year?

How many players did you have?

The same questions should be asked in the same way every time and the answers logged in your GMC Outings Manager.

Presentation script

A clearly thought out step by step presentation that highlights ALL the benefits of holding an outing at your club. This script might even address some negatives (if there are any) and clear them up in advance. It could also compare your product to other competitors and should answer commonly asked questions before they are asked.

Mr. charity outing planner there are ten reasons why you will find that XYZ club is the best choice for your event

- 1. Being the best course in the area you will find that it will be much easier to get people to participate in your event.*
- 2. To help promote your event we will even give you a dedicated page on our web site and promote your tournament by including details of*