

**San Diego • February 5 – 7, 2019**

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***Maximizing the Experience :***

**Facilitating Good Cheer - - - from beginning to end**

**Ed Ormsby**

**[www.retention-strategies.com](http://www.retention-strategies.com)**



**Purpose of this session:**

**To give attendees the tools they need to make every day a “*US Open*” day for each golfer and guest.**



***“Good hospitality trumps just about any other element of the customer experience in golf - - - or anywhere else, for that matter.”***

Jay Karen, CEO, NGCOA



***“Even the best amenities are cold  
without the warmth of great service.”***

**True Club Solutions**



***“No one is more important to providing a fun and enjoyable member / guest experience than your front-line team members - - - those who have face-to-face contact before, during and after the round.”***

Ed Ormsby, Principle, Retention-Strategies



***“Profits there must be, but the interests of customers and not profits are the first consideration.”***

Matthew Gloag, founder, The Famous Grouse Scotch Whiskey 1909



## **The Service-Profit Chain**

- **Profit and growth are stimulated primarily by customer loyalty.**
- **Loyalty is a direct result of customer satisfaction.**
- **Satisfaction is largely influenced by the value of services provided to customers.**
- ***Value is created by a satisfied, loyal, and productive staff .***



**And who is responsible for making this happen?**





# **SENIOR MANAGEMENT !**



## ***Hire the right people - - -***

- ***Hire for attitude, train for skills***
- ***Forget the resume, focus on the interview***
- ***Personality***
- ***Ask the right questions***



***Ask the right questions - - -***

- ***What does customer service mean?***
- ***What is the purpose of customer service?***
- ***Who is responsible for customer service?***
- ***When would you greet a guest?***
- ***Is it ever appropriate to “bend” the rules?  
When?***



***Train them - - -***



# ***ENGAGEMENT***



***Train them - - -***

- ***to greet***

**Enthusiastic “*Good morning*”,  
“*Good afternoon*”, “*Good evening*”, - - - “*how may I help you?*”**



***Train them - - -***

- ***to establish rapport***

**For guests:**

***“Welcome to (club name)”;*** ***“I’m Ed”;*** ***“Where are you from?”;***  
***“Have you been with us before?”*** (***“It’s good to have you back.”***)



***Train them - - -***

- ***to establish rapport***

**For members or returning  
guests:**

***“Nice to see you again”;***

**Compliment**





***Train them - - -***

- ***to establish rapport***

**For everyone:**

**Use their name appropriately.**



***Train them - - -***

- ***to inform***

**Positive things:**

**Weather, conditions, specials,  
upcoming events**



***Train them - - -***

- ***to inform***

**Guidelines**

**Cart rules, yardages, pin placements etc.**



***Train them - - -***

- ***to offer***

***“Do you need - - .?” caddy,  
cart, advanced tee times,  
reservations etc.***



***Train them - - -***

- ***to thank***

**For coming, for buying, for anything positive they might do; *“Is there anything else I can do for you?”; “Thank you.”***



## ***Train them - - -***

- ***to greet***
- ***to establish rapport***
- ***to inform***
- ***to offer***
- ***to thank***



## **A little something extra - - -**

**If you have an employee that is not busy, have him or her go out to the 18<sup>th</sup> green and greet the incoming players.**

***Train them - - -***

- ***to greet***
- ***to establish rapport***
- ***to inform***
- ***to offer***
- ***to thank***







***Allow them - - -***

- ***to be unique***
- ***to make decisions***



***Observe them - - -***

- ***discretely***
- ***regularly***



***Praise them - - -***

- ***with feedback - - - in private***
- ***regularly - - - in public***



**The first two may come natural - - -  
but the others must be taught - - -**



- - - and ***YOU*** are responsible for  
teaching them.



***Ed Ormsby - - -***

**has been providing leadership, management and service training to the hospitality industry for over twenty years. In addition, he is a starter at *The Cradle*, Pinehurst Resort's acclaimed new Gil Hanse-designed nine-hole short course, described by The Golf Channel as "*the most fun 10 acres in all of golf.*" He is also a starter at the Pine Needles / Mid Pines Resort and Membership Director at the Mid South Club in Southern Pines, NC.**



**Jay Karen, after a recent visit to *The Cradle* with eleven friends, described Ed as “*jovial, humorous, and accommodating, providing the perfect blend of hospitality.*”**



**Matt Saternus, Editor-in-Chief at PluggedInGolf.com, recently published: *“The starter hut at The Cradle is a small, simple building, but it houses people whose love of golf pours out of their skin.”***





**Ed provides leadership and management development, employee coaching, member and guest customer service, and business and strategic planning workshops, plus service quality audits to golf courses and resorts throughout the country. For more information or to schedule him at your facilities, contact him at:**

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