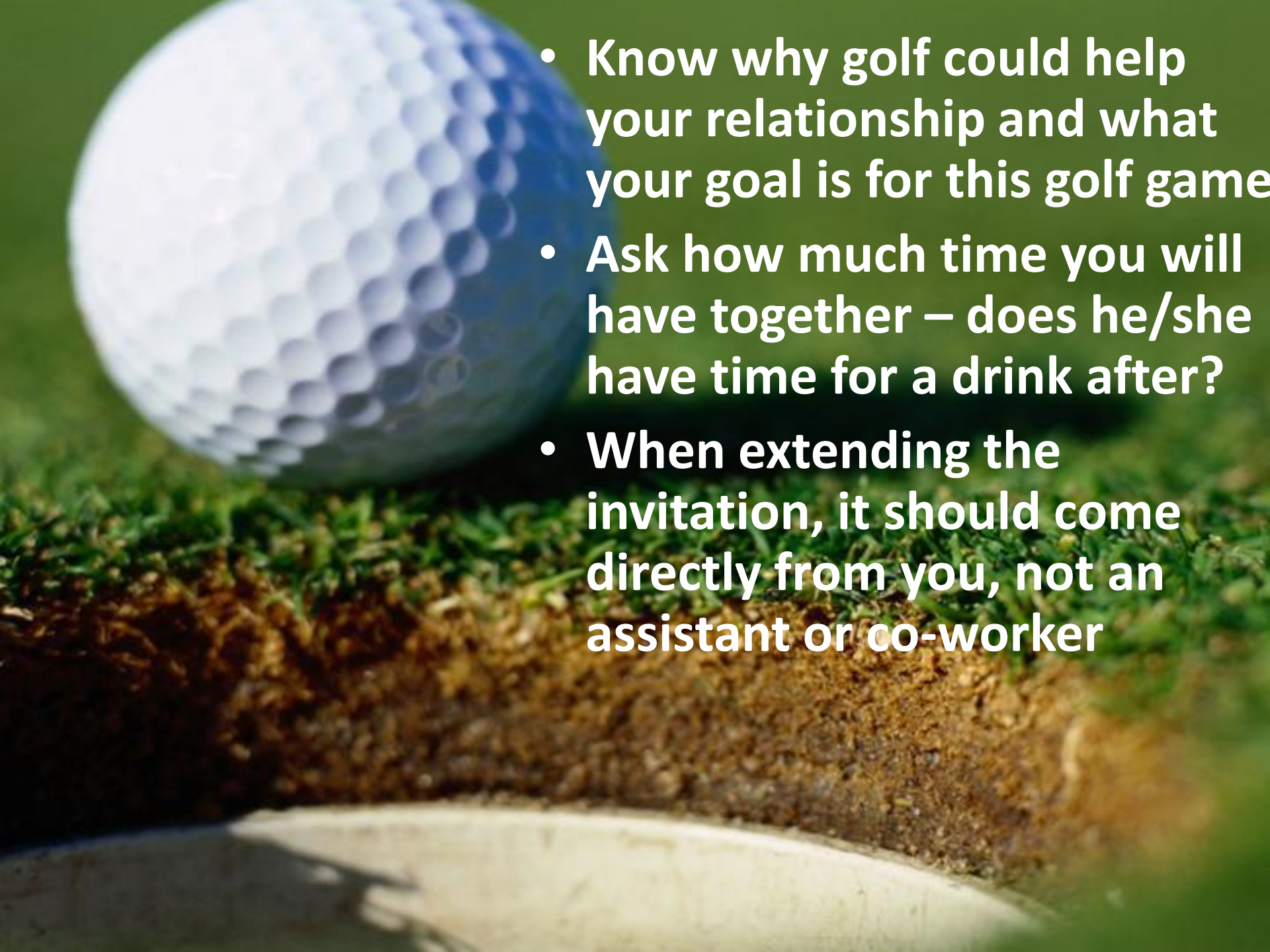
Using Golf as a Business Tool

"Women who play golf will have a definite edge in their career & business paths. Every time they tee up they have a four hour advantage on the competition, and just as much additional exposure to their customers & co-workers"

P. Summerall: Business Golf - The Art of Building Relationships Through Golf, 1999 pp. 48



- Know why golf could help your relationship and what your goal is for this golf game
- Ask how much time you will have together – does he/she have time for a drink after?
- When extending the invitation, it should come directly from you, not an assistant or co-worker

On the Course

- Cell phone etiquette is to have your cell phone off, or turn it on vibrate
- Agree before you get to the first tee what you will do for mulligans, gimmies on the green, how long to look for a lost ball, when you'll pick up etc.
- A high handicap player may wish to go first, especially when playing a Texas Scramble

Conversation Openers

- Ask questions of your guest – inquire about family, age of kids, what they are involved in, spouse, sports, what he/she thinks of the course, last hole, name of favourite course
- What courses has he/she played?
- Ask about their clubs – how long they've had them?
- Talk about the view from the tee, the last great drive, best putt of the day

Business Golf

- Your goal in the business game is get the business card of the person you're golfing with and an opportunity to follow up – always carry business cards in your golf bag
- Identify 2 other outcomes you would like to have from business golf game, for example: to get an introduction to the decision-maker, obtain a referral, get information on best practices, to network etc
- You goal is not to make a "pitch", it's to build a relationship
- You can follow up with a thank you card or letter sent the day after the golf game - indicate that you would like to call later in the week to get together, or book a lunch, or otherwise stay connected