

# The Great Membership Experience

Give it to them, before somebody else does !

presented by

Kevin Fish CCM



CONTEMPORARY  
CLUB LEADERSHIP

GCMA Conference ~ November 2019

GCMA   
Golf Club Managers Association

# The Great Membership Experience

What 3 words  
would you use  
to best describe  
your club ?

# The Great Membership Experience

How do you want  
your members  
to feel ?

# The Great Membership Experience

**How confident are you  
that you (your team)  
are delivering on  
those three words ?**

# The Great Membership Experience

**How confident are you that you know  
what your customers want ?**

**What is important to them ?**

**Have you ever asked them?**

How would **YOUR MEMBERS** place these  
in order of importance ?

FOOD / GOLF COURSE / CLUBHOUSE

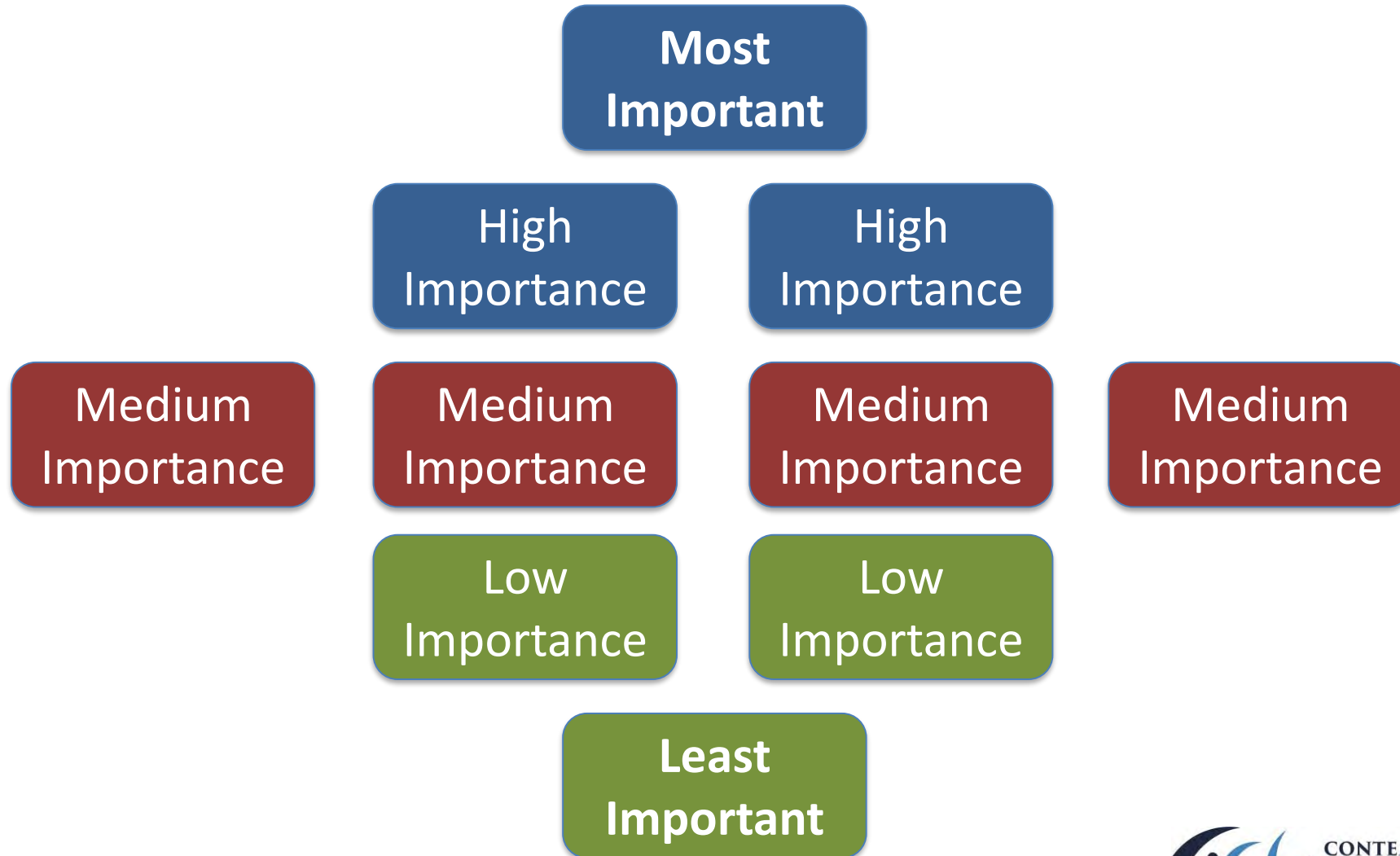
BEVERAGE / SOCIAL FUNCTIONS

COMPETITION GOLF / THE GOLF PRO

CUSTOMER SERVICE / OFFICE SERVICES

MANAGEMENT OF CLUB

# WHAT IS MOST IMPORTANT TO YOUR CUSTOMERS ?



# Formula for the perfect hotel stay

$$\text{😊}^{25} + \text{🧑}^{35} + \text{🚰}^{10} + \text{💰}^2 + \text{📞} + \text{🏊} + \text{🔍} + \text{📍}^2 + \text{📶} + \frac{\text{🍵}}{2} = \text{🏨} \text{👉}$$

Hotels.com



# How about complaints at golf clubs ?



So, we agree it's key

**LINE UP !**

# THREE KEY PRINCIPLES

- 1. If you're good at this stuff, help those who are not.**
- 2. If your not good at this stuff, get better by working with people who are.**
- 3. If someone just isn't up to it – do the kind thing, for them, their colleagues and your members.**

So, do you give good value ?

$$V = E - C$$



Let's cut to the chase....

**Do you have  
Customer Service Standards  
at your club ?**

What would a template look like, Kevin ?

## **HOW WE DO THINGS AROUND HERE**

**Column 1 – Our (new) standard**

**Column 2 – What excellent looks like**

**Column 3 – Smoking Cinderellas**

What would a template look like Kevin ?

**Column 3**  
**Smoking Cinderellas**





# Two tests that help you write your template

**TEST 1**

**W.W.**

**M.M.**

**F.F.**

# Two tests that help you write your template

## TEST 2

**E & E**

**E & E**

**E & E**

But our staff don't want to get better...

**With every pair of hands  
you hire .....**

**.... a brain comes free.**

# Member Experience Staff Training Day by CCL Ltd

- **Help train your team – under your leadership**
- **Release the power of your team –**
- **Establish “how we do things around here”**
- **And give your members the service they deserve - before someone else does**

**Call Kevin – 07398 155908**

# Thank You

## Kevin Fish CCM

### Contemporary Club Leadership

*“Inspiring you to professionalise our industry,  
& fulfil your potential!”*



CONTEMPORARY  
CLUB LEADERSHIP

GCMA Conference ~ November 2019