



WELCOME TO GOLF ORIENTATION AT THE BROADMOOR





GOLF CLUB ORIENTATION
TEEING UP 5 STAR AND 5 DIAMOND
GUEST SERVICE!



HISTORY OF THE BROADMOOR GOLF CLUB

ORIGINAL COURSE OPENED IN 1918,
DESIGNED BY DONALD ROSS.

HISTORY OF THE BROADMOOR GOLF CLUB



IN 1957 ROBERT TRENT JONES SR. DESIGNED ANOTHER 9 HOLES.



IN 1964 ROBERT TRENT JONES SR. COMPLETED ANOTHER 9 HOLE LAYOUT BRINGING THE TOTAL NUMBER OF HOLES AT THE BROADMOOR TO 36.



THIS GIVES US OUR PRESENT CONFIGURATION OF OUR EAST AND WEST GOLF COURSES THAT WE USE TODAY.



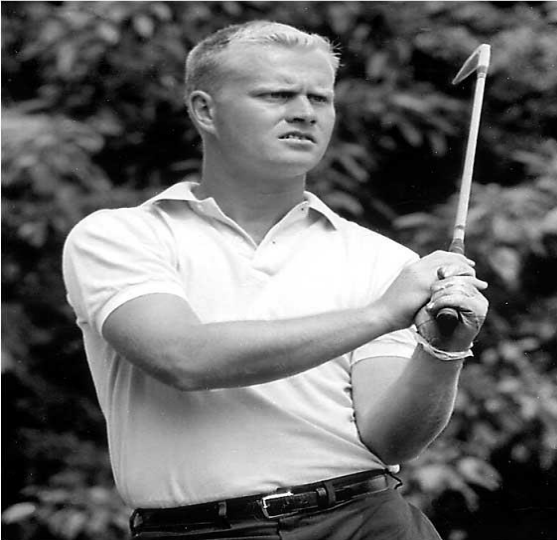
BOTH EAST AND WEST ARE A COMBINATION OF ROSS AND TRENT JONES SR. DESIGNS.

HISTORY CONTINUED

IN 1976 ARNOLD PALMER DESIGNED AND OPENED OUR MOUNTAIN GOLF COURSE.

IN 2003 NICKLAUS DESIGN REBUILT THE MOUNTAIN GOLF COURSE AND IT REOPENED JULY 1ST, 2006.





MAJOR CHAMPIONSHIPS

1959 U.S. MEN'S AMATEUR - JACK NICKLAUS

1962 CURTIS CUP - UNITED STATES

1967 MEN'S AMATEUR - BOB DICKSON

1982 U.S. WOMEN'S AMATEUR - JULIE INKSTER

1995 U.S. WOMEN'S OPEN - ANNIKA SORENSTAM

2008 U.S. SENIOR OPEN - EDUARDO ROMERO

2011 U.S. WOMEN'S OPEN - YEON RYU

PROMINENT PROFESSIONALS FROM THE PAST



“LONG” JIM BARNES. PAID \$15,000 HIS FIRST SUMMER BECOMING THE HIGHEST PAID GOLF PRO IN THE WORLD AT THE TIME.



ED DUDLEY. ED WAS A MANY TIME TOUR WINNER AND SPLIT HIS TIME BETWEEN AUGUSTA NATIONAL AND THE BROADMOOR.



DOW FINSTERWALD. 13 TIME TOUR WINNER, INCLUDING THE 1958 PGA CHAMPIONSHIP. FREQUENT PARTICIPANT IN THE RYDER CUP, INCLUDING SERVING AS CAPTAIN IN 1977. VARDON TROPHY WINNER.

WHO'S PLAYED THE BROADMOOR?

- ERNIE ELS
- SERGIO GARCIA
- LANNY WADKINS
- JACK NICKLAUS
- MARK O'MEARA
- PEYTON MANNING
- JIM COLBERT
- JOHNY MILLER
- ARNOLD PALMER
- GARY PLAYER
- TOM WATSON
- BEN CRENSHAW
- PAULA CREAMER
- GREG NORMAN
- HALE IRWIN
- CURTIS STRANGE
- CHICK EVANS
- BABE DIDRIKSON
- BERNARD LANGER
- WILLIE NELSON
- NOLAN RYAN
- BOB KNIGHT
- JOE SAKIC
- BRETT HULL
- MIKE MODANO
- CHRIS CHELIOS
- JOHN ELWAY
- DAN MARINO
- JOE MONTANA
- PRINCE HARRY
- GOOSE GOSSAGE
- MIKE SHANAHAN



BROADMOOR GOLF CLUB STATISTICS & FACTS

- ✓ PEAK SEASON IS APRIL 1ST TO NOVEMBER 1ST
- ✓ AVERAGE ROUNDS PER YEAR 42,000 - 50,000
- ✓ 600-750 BAGS STORED PER NIGHT
- ✓ CART FLEET = 260
- ✓ HOST TO 350 CORPORATE OUTINGS PER YEAR
- ✓ RETAIL SHOP IS 2300 SQUARE FEET
- ✓ RETAIL HAS \$2.0 MILLION IN SALES PER YEAR AND \$375,000 INVENTORY ON THE FLOOR AT ONE TIME
- ✓ GOLF OPERATIONS HAS \$6.0 MILLION IN SALES PER YEAR
- ✓ GREENS AND FAIRWAYS ARE RYE GRASS/POANNUA
- ✓ ROUGH IS BLUE GRASS
- ✓ MOUNTAIN COURSE IS A-1 BENT GREENS



WHO'S WHO?

STEVE BARTOLIN - CHAIRMAN
JACK DAMIOLI - PRESIDENT & CEO
RUSS MILLER - DIRECTOR OF GOLF

LILYANA PAYNE - ADMINISTRATIVE ASSISTANT

MARK KELBEL - HEAD GOLF PROFESSIONAL

ULLI NILLES - GOLF SHOP MANAGER/RESORT RETAIL BUYER

BLAKE FLETCHER- TOURNAMENT/EVENTS MANAGER

JON ROTH- 1ST ASSISTANT GOLF PROFESSIONAL

COLIN FRANCIS - OUTSIDE SERVICES MANAGER

SHERRY CLARK - MEMBERSHIP MANAGER

READ EUBANKS- CADDIE MASTER

BEN HALTER- SENIOR ASSISTANT

BLAIR WATERS- TOURNAMENT PROFESSIONAL

WHO'S WHO CONTINUED

MARK SUTHERLAND - MEMBERSHIP GOLF PROFESSIONAL

CHUCK COLLINS - LEAD MEN'S LOCKER ROOM ATTENDANT

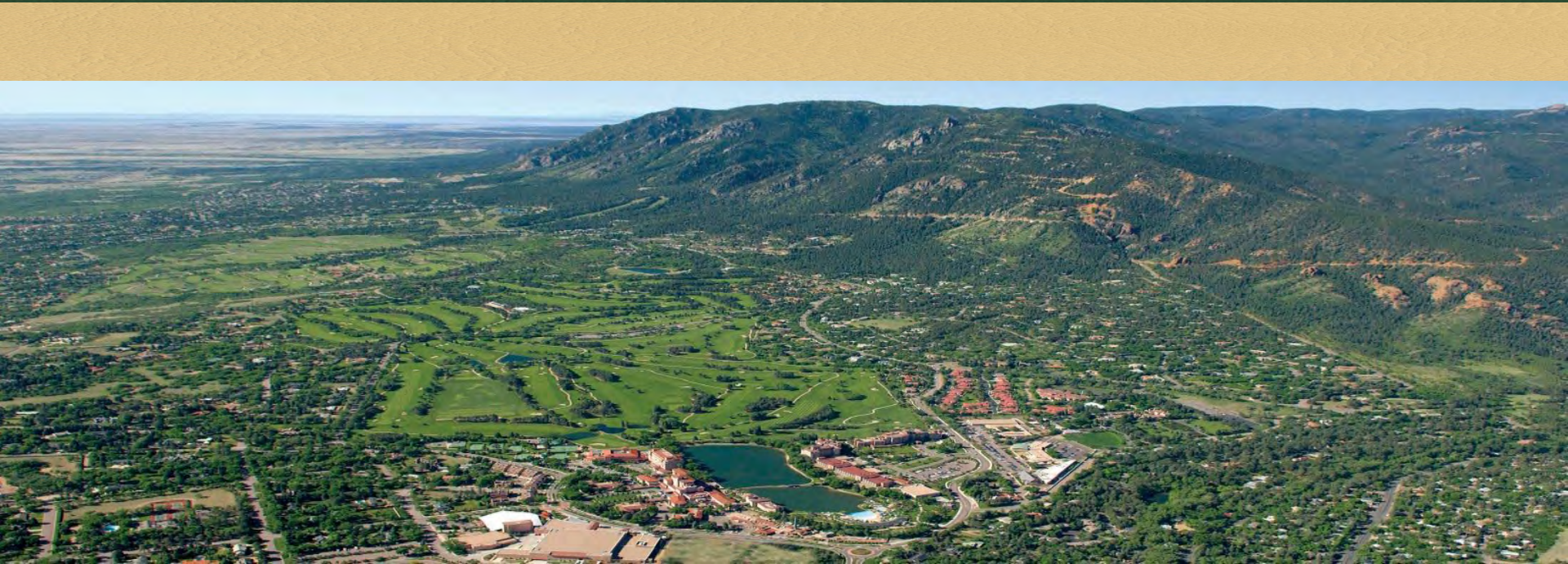
HELEN POUSSHAY - LADIES LOCKER ROOM ATTENDANT

FRED DICKMAN - GOLF COURSE SUPERINTENDENT

MICHAEL SARTORI - EAST COURSE SUPERINTENDENT

ZACH BAUER - WEST COURSE SUPERINTENDENT

ROB MCKINNEY - MOUNTAIN COURSE SUPERINTENDENT





RUSS MILLER
DIRECTOR OF GOLF



MARK KELBEL
HEAD GOLF
PROFESSIONAL



JON ROTH

1ST ASSISTANT
GOLF
PROFESSIONAL

SHERRY CLARK

MEMBER RELATIONS
MANAGER

MARK SUTHERLAND

MEMBERSHIP GOLF
PROFESSIONAL

BEN HALTER

SENIOR
ASSISTANT

BLAKE
FLETCHER

TOURNAMENT
& EVENTS
MANAGER

COLIN FRANCIS

OUTSIDE
SERVICES
MANAGER





ULLI NILLES
GOLF SHOP MANAGER



READ EUBANKS
CADDIE MASTER

SELECTING EXCEPTIONAL PEOPLE: YOU



- 18 PROFESSIONAL GOLF MANAGEMENT PROGRAMS
- 5 RETAIL MANAGEMENT PROGRAMS
- H2B VISA
- CADDIE PROGRAM

SIXTEEN SERVICE STANDARDS

1. MAKE EYE CONTACT, SMILE AND GREET THE GUEST OR EMPLOYEE IMMEDIATELY.
2. USE THE GUEST'S OR EMPLOYEE'S NAME.
3. ESCORT GUESTS OR EMPLOYEES TO THEIR REQUESTED LOCATION WHEN POSSIBLE.
4. IMMEDIATELY APPROACH A GUEST OR EMPLOYEE WHO SEEMS TO BE LOST AND OFFER ASSISTANCE.

SIXTEEN SERVICE STANDARDS

5. LEARN WHAT IS EXPECTED FROM YOUR DEPARTMENT SO YOU CAN ANTICIPATE THE NEEDS OF THE GUESTS AND EMPLOYEES YOU SERVICE.
6. FOLLOW UP ON REQUESTS, EVEN WHEN IT IS NOT THE DUTY OF YOUR DEPARTMENT.
7. NEVER SAY: I DON'T KNOW. SAY: I'LL FIND OUT.
8. NEVER APPEAR HURRIED, EVEN IF YOU ARE VERY BUSY.

SIXTEEN SERVICE STANDARDS

9. *IF YOU ARE UNABLE TO COMPLY WITH A GUEST'S WISHES, OFFER AN ALTERNATIVE. AVOID NEGATIVE EXPRESSIONS LIKE: "THAT'S AGAINST HOTEL POLICY." OR "THIS IS NOT MY TABLE."*
10. *KEEP THE BROADMOOR SPOTLESS! IF YOU SEE SOMETHING THAT'S OUT OF PLACE, PICK IT UP! REMEMBER, WE ARE ALL A PART OF THE BROADMOOR BEAUTIFICATION COMMITTEE.*

SIXTEEN SERVICE STANDARDS

11. ACT PROFESSIONALLY IN PUBLIC AREAS AT ALL TIMES. STAND ERECT AND AVOID LEANING AGAINST WALLS OR FURNITURE.
12. ALWAYS RECOMMEND THE BROADMOOR'S RESTAURANTS AND SHOPS TO OUR GUESTS BEFORE SUGGESTING OTHER ALTERNATIVES.
13. TAKE "OWNERSHIP" OF A GUEST'S PROBLEM. ENSURE THAT THE PROBLEM IS RESOLVED AND THAT THE GUEST IS SATISFIED WITH YOUR SOLUTION.

SIXTEEN SERVICE STANDARDS

14. *RESPOND TO A GUEST'S REQUEST WITHIN 10 MINUTES.*
15. *KNOW THE SERVICES THE HOTEL OFFERS AND THE LOCATION OF BANQUET FACILITIES AND MEETING ROOMS.*
16. *GO THE EXTRA MILE!*

“MOMENTS OF TRUTH”



“WE HAVE 50,000 MOMENTS OF TRUTH OUT THERE EVERYDAY”

JAN CARLSON

SCANDINAVIAN AIRLINES SYSTEMS

MOMENTS OF TRUTH ARE WHEN WE TAKE AN ORDINARY GUEST INTERACTION AND TURN IT INTO AN **EXTRAORDINARY** EXPERIENCE BY DOING SOMETHING A LITTLE EXTRA.

WHEN YOU PROVIDE GREAT SERVICE OVER GOOD GUEST SERVICE, YOU WILL HAVE A MOMENT OF TRUTH.

TELEPHONE PROCEDURES

- CONSISTENCY
- ANSWER THE PHONE WITHIN 3 RINGS
- PROVIDE A STANDARD GREETING
- USE THE GUEST NAME AT LEAST 3 TIMES
- TRANSFER CALLS ONLY IF NECESSARY – PASS ALONG PROCESS
- ASK PERMISSION AND WAIT FOR RESPONSE TO TRANSFER OR TO PUT ON HOLD – “ONE MOMENT”
- END INTERACTIONS BY ASKING IF THERE IS ANYTHING ELSE YOU CAN ASSIST THEM WITH

AVOID USING SLANG

I can set you up with

You Wanna... **FOLKS**

COOL

Gonna

Like...

No Problem

Yeah

Hi Guys

What's Up?

Uhh

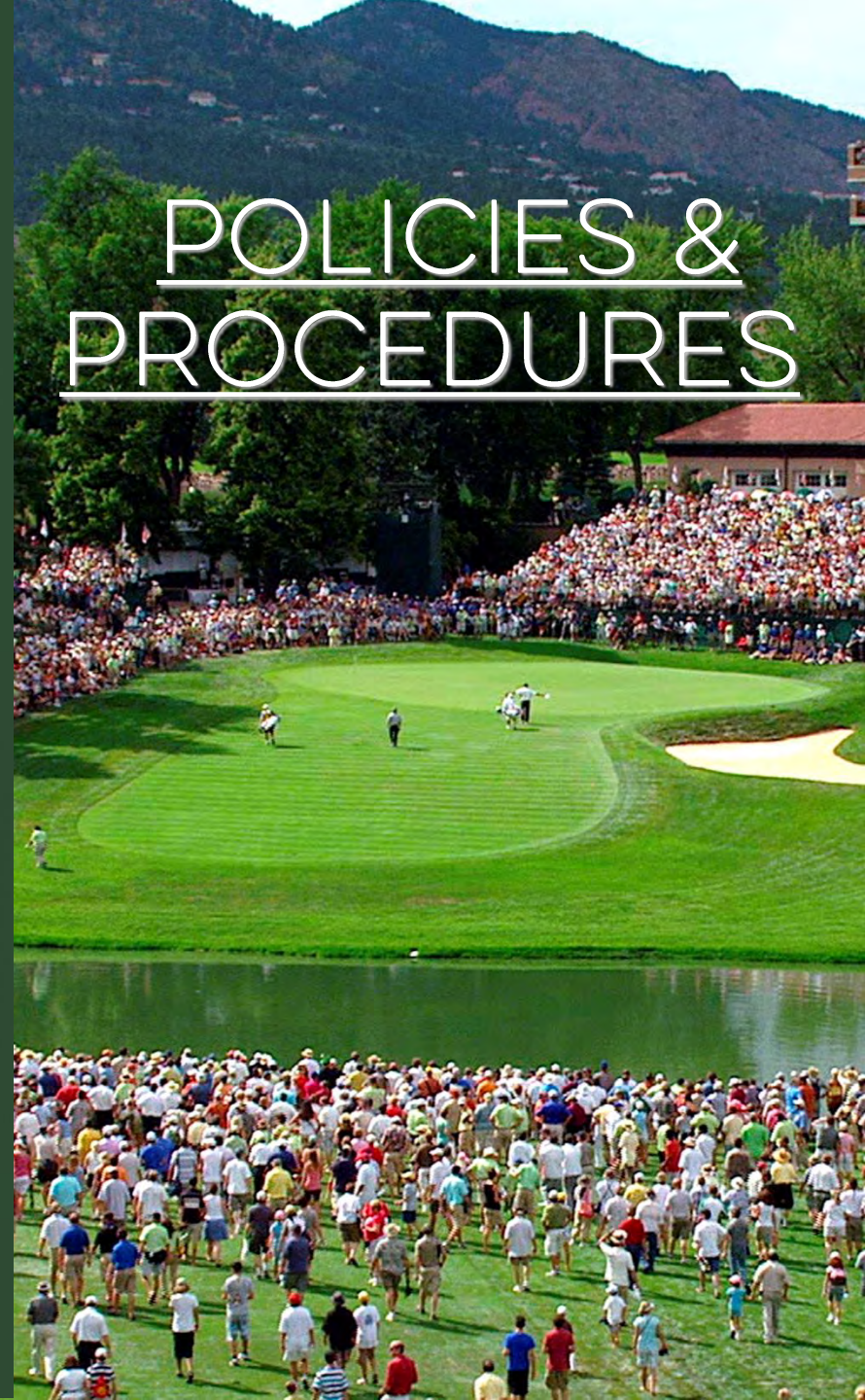
Okay

Hey there!

One second

**Y
O
U
B
E
T**

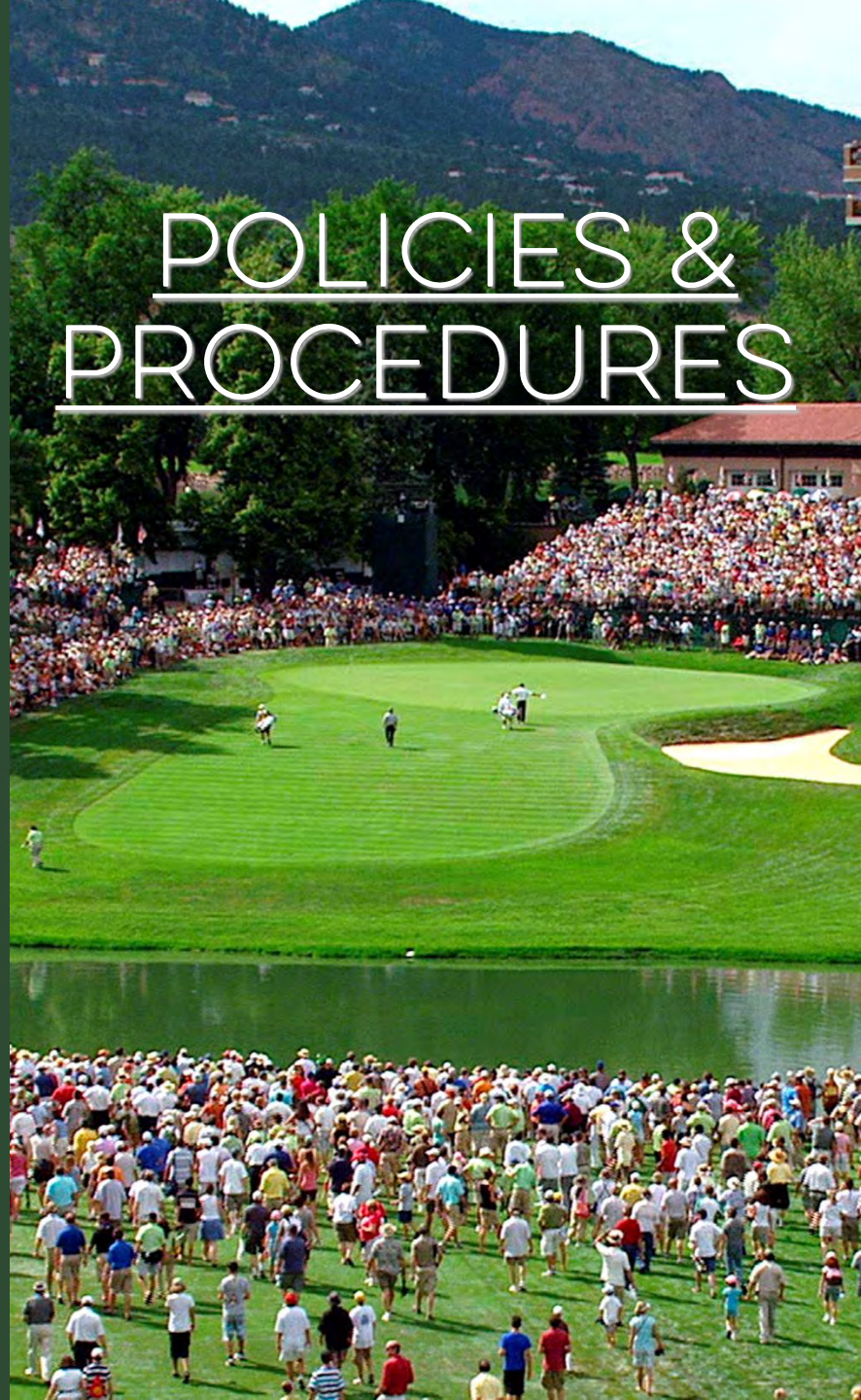
POLICIES & PROCEDURES



- SCHEDULING
- CALLING IN SICK
- MISSED PUNCH
- FORMS
- TIME OFF REQUEST
- BREAKS - 6HR POLICY
- PAY PERIODS
- TRANSFERS
- EXTRA HOURS
- AUTHORIZATION
- UNIFORMS/NAME
- TAGS
- PARKING
- DISCIPLINE POLICY

- SMOKING
- CELL PHONES, IPODS, PAGERS
- GUEST POLICY
- PLAYING OFF PROPERTY
- HOUSING
- GUEST PRIVACY
- HOTEL ROOM REQUEST
- DINNING AT THE BROADMOOR:
 - RESTAURANT USE PASS
- DISCOUNTS (RETAIL SHOPS, EMPLOYEE CAFÉ, SEE BENEFITS SHEET).

POLICIES & PROCEDURES



APPEARANCE STANDARDS

■ GENTLEMEN

- CLEAN SHAVEN
- SIDE BURNS DO NOT EXTEND PAST EAR LOBES
- HAIR IS NATURAL IN STYLE, COLOR & APPEARANCE
- SHORT HAIR
- NO EARRINGS
- NO FACIAL PIERCING
- NO VISIBLE TATTOOS

■ LADIES

- NATURAL COLOR HAIR & STYLE
- CONSERVATIVE MAKE UP
- 2 EARRINGS PER LOBE (NO LARGER THAN A QUARTER)
- NO FACIAL PIERCING
- MAX 2 RINGS PER HAND (WEDDING SET = 1)
- NO REVEALING CLOTHING
- NO VISIBLE TATTOOS

UNIFORMS SHOULD BE CLEAN AND NEAT AT ALL TIMES
AND
APPROPRIATE SHOES SHOULD BE WORN

EMERGENCY PROCEDURES

EMERGENCY NUMBER: 5100. DO NOT CALL 911!
IN CASE OF AN EMERGENCY: LISTEN FOR A LIVE SECURITY OFFICER TO GIVE YOU INSTRUCTIONS OF WHAT TO DO.

LOST & FOUND ITEMS:

- IF YOU FIND SOMETHING IN ANY HOTEL AREA, YOU SHOULD *TURN IT INTO LOST & FOUND*.
- THE EXTENSION FOR LOST AND FOUND IS 5785.
- LOST AND FOUND IS LOCATED IN *LOSS PREVENTION*.

PACKAGE PASS AND INSPECTION POLICY:

- REQUEST A PACKAGE PASS FROM YOUR MANAGER FOR ANY HOTEL PROPERTY.
- RANDOM INSPECTIONS ARE CONDUCTED OF PACKAGES LEAVING THE HOTEL BY LOSS PREVENTION.

TO BE SUCCESSFUL AT THE BROADMOOR?

- WORK ETHIC
- POSITIVE ATTITUDE
- HEART OF SERVICE
- DESIRE TO BE PART OF A TEAM
- ABILITY TO SEE THE BIG PICTURE
- DESIRE TO GROW AS A PROFESSIONAL
- SELF DISCIPLINE
- A BIG THINKER

THE
BROADMOOR

COACH SPEAK

1. OUR BEST PEOPLE HAVE TO BE OUR HARDEST WORKERS.
2. EVERYONE NEEDS KNOW THEY HAVE WHAT IT TAKES IN LIFE.
3. FEAR RULES MOST PEOPLES LIVES.
4. FIND A MENTOR.
5. SUCCESS IS A CHOICE.
6. YOU GET WHAT YOU DESERVE IN LIFE.
7. LIFE IS A SERIES OF “I DON’T KNOW WHAT IS AROUND THE NEXT CORNER, BUT I GOT TO GO ANYWAY.”
8. BE SOMEBODY WORTH KNOWING.
9. DREAM SO BIG, THAT PEOPLE MAKE FUN OF YOU.
10. 90% OF LIFE IS THROWING YOUR HAT IN THE RING.

EXPECTATIONS



- EMPLOYEE
- GUEST/MEMBER
- BROADMOOR
- PGM PROGRAM



BREAK

- TOTAL MEMBERSHIPS (EXCLUDING JUNIORS) = 560
- JUNIOR MEMBERS = 125
- TOTAL = 685



MEMBERSHIP

CATEGORIES OF MEMBERSHIP

- FULL
- GOLF
- ASSOCIATE/CLERGY
- SPORTS
- CORPORATE
- TENNIS/SOCIAL

**ALL MEMBERSHIP INQUIRIES
SHOULD BE DIRECTED TO SHERRY
CLARK AT HER DENVER OFFICE.**

BENEFITS OF MEMBERSHIP

SPA & FITNESS ACCESS

DINING ROOM ACCESS

DISCOUNTS

POOL ACCESS

- *LIMITED TO 2 GUESTS
PER MEMBER*

TENNIS PRIVILEGES

GOLF PRIVILEGES

- *JUNIORS*
- *SPORTS*



JUNIOR MEMBERS

- GUEST RULES – JUNIOR MEMBER MAY NOT INVITE GUESTS TO THE CLUB FOR ANY REASON
- PERSONS AGED 12-20 YEARS ARE ELIGIBLE TO BECOME JUNIOR MEMBERS.

JUNIOR MEMBERS SHALL BE ENTITLED TO THE USE OF THE SAME FACILITIES AS A MEMBER PARENT, SUBJECT TO SCHEDULING & OTHER RESTRICTIONS AS SET BY CLUB MANAGER, HEAD GOLF PROFESSIONAL, OR DIRECTOR OF GOLF

- JUNIOR MEMBERS SHALL NOT BE PERMITTED TO RENT OR OPERATE ELECTRIC GOLF CARTS UNLESS THEY HAVE A VALID DRIVER'S LICENSE.
- JUNIOR MEMBERS SHALL NOT BE PERMITTED TO PLAY GOLF UNTIL AFTER 2:00PM ON SAT/SUN UNLESS THEY HAVE ESTABLISHED A USGA HANDICAP, DEMONSTRATE PROPER GOLF ETIQUETTE, & RECEIVE APPROVAL FROM THE HEAD GOLF PRO / DIRECTOR OF GOLF.

CADDIES & WALKING

- CADDIES ARE AVAILABLE AND MANDATORY FROM MEMORIAL DAY TO LABOR DAY. MEMBERS MAY WALK ON THE EAST & WEST COURSE ONLY IF THERE ARE NO CADDIES AVAILABLE.
- TO CHECK AVAILABILITY OF CADDIES CALL THE CADDIE MASTER AT EXTENSION 6224
- DURING THE OFF SEASON (OCT-APR), MEMBERS & GUESTS ARE ALLOWED TO WALK AND CARRY THEIR OWN BAG AT ANY TIME.
- MEMBERS MAY CHOOSE TO WALK AT ANY TIME AT THE MOUNTAIN COURSE
- RESERVATIONISTS SHOULD ASK ALL GUESTS AND MEMBERS FOR CADDIE REQUESTS AT THE TIME THE TEE TIMES ARE BOOKED

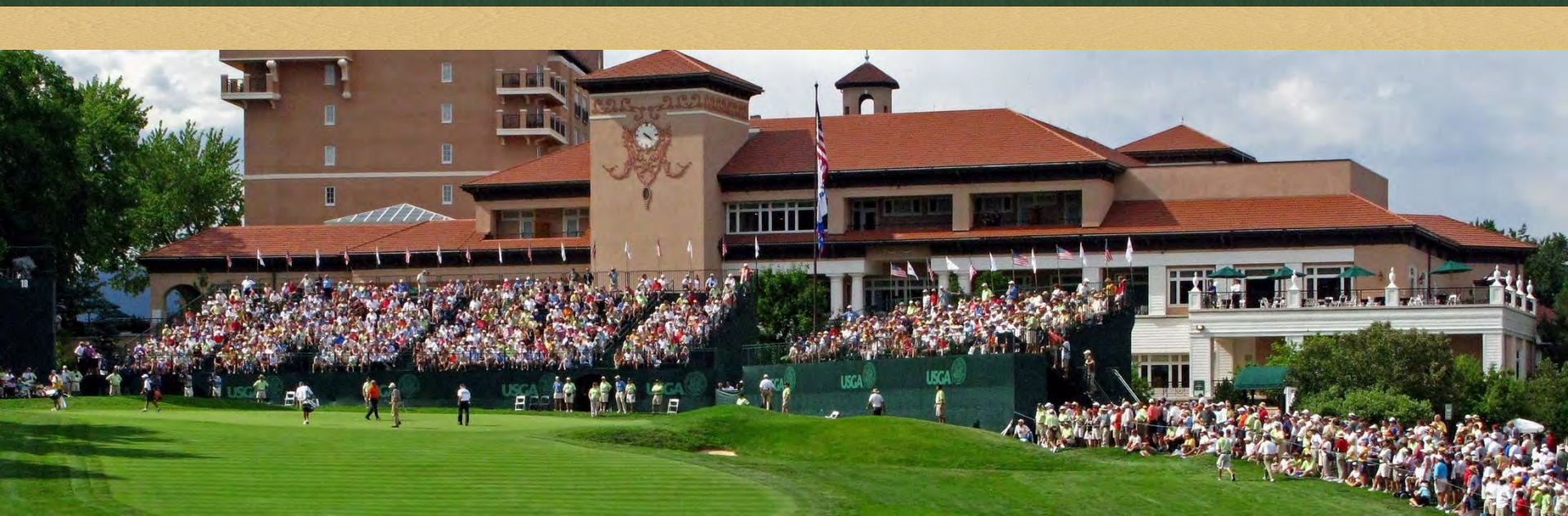
MEMBER TEE TIMES

- ON WEEKENDS & HOLIDAYS THE FIRST TWO HOURS OF TEE TIMES ON ALL 3 COURSES ARE RESERVED FOR GOLF CLUB MEMBERS.
- ON THE THURSDAY PRIOR TO THE WEEKEND, GUESTS MAY RESERVE ANY UNUSED TEE TIMES
 - *THIS CAN BE A SOURCE OF TENSION WITH THE MEMBERS*
- WE ATTEMPT TO NEVER BOOK GUESTS IN MEMBER TIMES, BUT IT IS EXPLICITLY STATED IN BROADMOOR GOLF CLUB RULES AND REGULATIONS (ARTICLE 4, SECTION 1, SUBSECTION 6).



CORPORATE EVENTS

- 300 EVENTS PER YEAR
- ACCOUNTS FOR 50-60% OF TOTAL GOLF OPERATIONS REVENUE
- EVERYTHING FROM 12 PLAYER BOARD MEETING TO A 144 PLAYER SHOTGUN
- AVERAGES A TOTAL REVENUE OF \$2-2.5M PER YEAR



PREPARATION WORK

3 YEARS – DAY BEFORE:

- BOOKING EVENT WITH SALES TEAM
- CONTRACT WITH THE CLIENT
- ORGANIZE DETAILS OF EVENT WITH CLIENT
- MAKING CHANGES
- 10-DAY & CALENDARS FOR TEAM
- ENTERING & PRINTING ALL MATERIALS

PREPARATION WORK

- CARTS – TEES, TOWELS, YDG BOOK, SCORECARDS, SAND & SEED, GOODIES
- BAGS & SHOES (RENTALS & GUESTS)
- COURSE – SIGNAGE, TABLES & CHAIRS, HIO YARDAGE, CARS, TEE MARKERS, FLAGS, F&B
- SCOREBOARD, SCORING, & RESULTS
- BILLING

PREPARATION WORK

30 DAYS PAST:

- FOLLOW-UP WITH CLIENT





CHECKLIST

- ORGANIZE THE GROUP COORDINATOR
- KEY INFORMATION
- WITH SEVERAL GROUPS PER DAY ITS ESSENTIAL

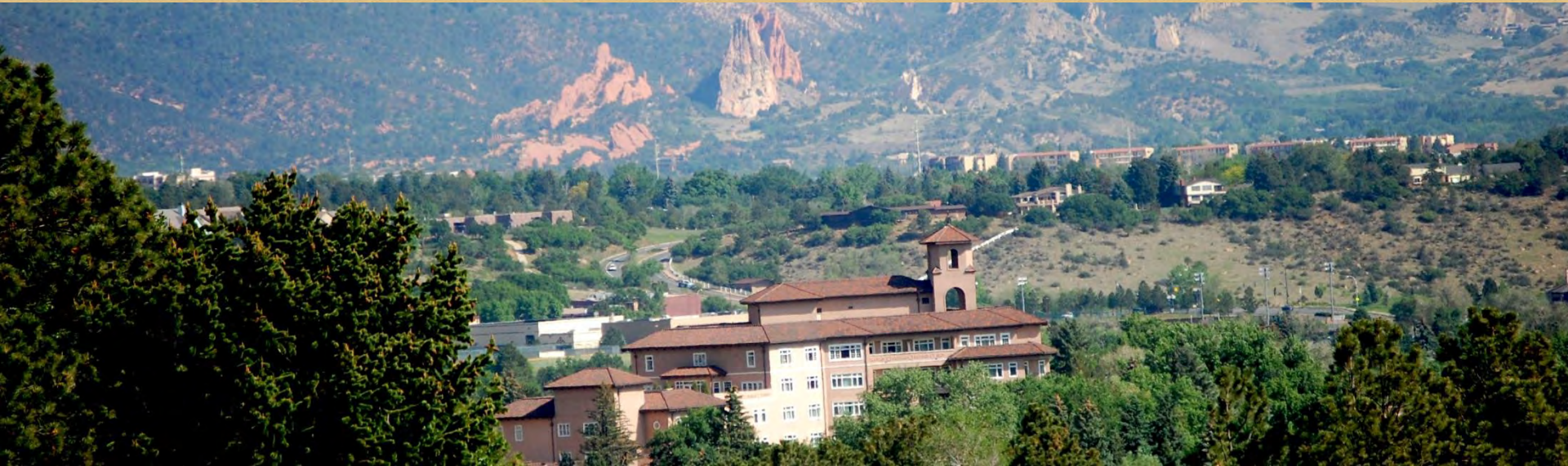
COMMUNICATION

- SALES
- CONFERENCES
- CLIENT
- MAINTENANCE
- PLAYER SERVICES
- SHOP
- RETAIL
- BILLING DEPT.



PRESENTATION

- CARTS ARE PARKED STRAIGHT – FRONT TO BACK, SIDE TO SIDE
- ALL CARTS LOOK IDENTICAL IN THEIR SET-UP
- GOODIES ARE ALL SYMMETRICAL
- SCORECARDS, RULE SHEETS, YDG BOOKS ARE SYMMETRICAL





GOLF OPERATIONS

- DRIVING RANGE
- WATER & RESTROOMS
- CARTS
- BAG MOVEMENT

WATER & RESTROOMS

- WATER IS CHANGED DAILY
- WATER IS CHECKED TWICE DAILY
- LEARN THE ROUTE...BE QUICK
- RESTROOMS MUST BE IMMACULATE



CARTS

- 260 CARTS IN THE FLEET
- 7 WORKHORSES
- 5 SHUTTLES
- MUST ALWAYS BE STOCKED
 - 8 TEES
 - 2 TOWELS
 - 2 FULL SAND & SEED BOTTLES
- PARKED PERFECTLY STRAIGHT
- ALWAYS EMPTY AN ASH TRAY
- ALWAYS COIL CORDS AND HANG
- TURN OFF & PLUG IN EVERY NIGHT



BAG MOVEMENT

- 3 HOTELS
- POTENTIAL FOR OVER 600 GUESTS + 400 MEMBERS = OVER 1,000 BAGS
- VERY SPECIFIC CHECK-IN PROCESS & SYSTEM
- INVENTORY LOGS EACH NIGHT
- TRAVEL COVERS
- SHOES
- HIGH COST FOR MISTAKES
 - AVG SET OF CLUBS = \$1,000



ULLI NILLES GOLF SHOP MANAGER



GOLF SHOP

- WE CATER TO HIGH-END CLIENTS AS A DESTINATION RESORT AND TO 700+ PRIVATE MEMBERS
- COMPETITORS INCLUDE RESORTS LIKE GREENBRIER, PEBBLE BEACH, & PINEHURST
- BUDGET IS BUILT ON LAST YEAR'S NUMBERS AND OTHER FACTORS INCLUDING NEW SHOPS OR MAJOR TOURNAMENTS
- SUCCESS = MEETING SALES GOALS, MAINTAINING OVERALL COGS AT 54%, CONTROLLING COSTS/EXPENSES, AND INCREASING PROFIT VS. PREVIOUS YEAR



GOLF SHOP - INVENTORY

- TURNOVER IS BASED ON RETAIL SALES & INVENTORY ON HAND. AVG TURN RATE IS 3.5 (SPECIAL ORDERS HELP TO INCREASE)
- AVG MONTHLY INVENTORY WE CARRY IS \$375K
- INFOGENESIS IS OUR POS SYSTEM & NEXT IS OUR INVENTORY SYSTEM
- VENDOR SELECTION & MERCHANDISE ASSORTMENT ARE IMPORTANT TO OUR OVERALL SUCCESS.

GOLF SHOP – ORDERING

- WE USE PURCHASE ORDERS FOR ORDERING PROCESS
- POS LIST THE BROADMOOR'S TERMS & AGREEMENTS
- THIS HELPS WITH TOTAL COSTS & MISUNDERSTANDINGS
- PROCESS = WRITE PO, SUBMIT TO THE COMPANY, CHECK PACKING LIST AGAINST PO AND PHYSICAL GOODS RECEIVED, & COMPARE THE INVOICE AGAINST THE PO.

GOLF SHOP – DISPLAYS

- FOR DISPLAY PROCEDURES, THE USE OF PROPS, DIFFERENT FOLDS, & DARK WOOD FIXTURES IS WHAT HELPS US MATCH OUR ADVERTISING APPEARANCE.
- WE OFFER A UNIQUE LOOK TO APPEAL TO SEVERAL SENSES.
- THE SHOP LAYOUT IS EASY TO NAVIGATE, BUT HAS FOCAL POINTS TO DRAW THE GUEST IN.
- PROMOTIONAL EVENTS – WE DO NOT HOLD MANY, BUT WHEN WE DO WE LIKE TO BE CREATIVE (EASTER EGG HUNT, BALLOON POP)

GOLF SHOP – PRICING

- OUR BUSINESS IS MOSTLY LOGO DRIVEN SO WE CAN MARK THINGS AT KEYSTONE PLUS. EX. – ITEM COST IS \$10, RETAIL AT \$28.
- ITEMS LIKE CLUBS WILL NOT SELL MARKED AT KEYSTONE. PRICING IS COMPETITIVE = 20% OVER COST. WE DO NOT MAKE MUCH MONEY FROM CLUB SALES.
- WE OFF-SET THIS WITH OTHER MARGIN BUILDERS.
- EX. – BASIC LOGOED POLO CAN BE
- MARKED UP THREE TIMES ITS COST.



GOLF SHOP – SERVICE STANDARDS

1. ANSWER THE PHONE WITHIN 3 RINGS
2. ASK TO PLACE THE CALLER ON HOLD IF NECESSARY
3. ALWAYS PLACE A ROOM/CREDIT CARD IN THE GUEST'S HAND
4. GREET GUEST WITHIN 30 SECONDS UPON ENTRY
5. USE THE GUEST'S NAME AT LEAST ONCE DURING THE CONVERSATION
6. ESCORT GUESTS TO REQUESTED LOCATION, DO NOT POINT

GOLF SHOP – SERVICE STANDARDS

7. ALWAYS SAY “I’LL FIND OUT” NOT “I DON’T KNOW”
8. OFFER ALTERNATIVES WHEN A GUESTS’ REQUEST IS NOT POSSIBLE
9. ACT, LOOK, & SPEAK PROFESSIONAL AT ALL TIMES
10. IF YOU HAVE A RADIO IT MUST HAVE A HEADSET
11. NO DUST OR DIRT SHOULD BE VISIBLE ON FIXTURES, WINDOWS, LEDGES, ETC.
12. ALL DISPLAYS WILL BE NEAT, ORGANIZED, AND FOLDED.

GOLF SHOP – SERVICE STANDARDS

13. OFFER THE BEST QUALITY, SELECTION, & SERVICE TO GUESTS.
14. ALWAYS OFFER TO START A DRESSING ROOM FOR A GUEST & ESCORT THEM TO IT.
15. ALWAYS WELCOME THE GUEST, THANK THE GUEST FOR STOPPING IN, & INVITE THEM BACK.
16. WE ARE ALL PART OF THE BBC – PLEASE CLEAN & STRAIGHTEN AS NEEDED.
17. THE GUEST'S SATISFACTION IS THE TOP PRIORITY.

READY FOR THE TOUR?

