

Rules for Business Golf

Planning the Outing:

Create your first impression.

- ❑ Invite the right people that will be compatible
- ❑ Think about what your objectives are and don't plan too much business for the round
- ❑ Know the skill levels of your playing partners
- ❑ Play a familiar course and know local rules
- ❑ Ask your guest if they have any time constraints before or after the round.
- ❑ Arrive plenty early and help your guest get acclimated
- ❑ Tell your guest both the arrival time and the tee time.
- ❑ Plan for meals
- ❑ Understand course etiquette and basic rules
- ❑ If you're the host, consider bring them a golf gift such as a book of Golf Games, or a sleeve of balls, divot repair tool, ball marker ect..

Be Prepared:

Your image is first affected by how well you appear prepared.

- ❑ Schedule tee times well in advance and confirm the day before
- ❑ Give the pro shop the names of your guests
- ❑ Clothing: let your guests know about any dress codes and weather concerns
- ❑ Have extra business cards with you
- ❑ Know about the driving range and where to get practice balls
- ❑ Have cash ready for tipping.

Attitude:

Remember, your guests will remember more about conduct and integrity than what score you got!

- ❑ Maintain a positive attitude and sense of humor
- ❑ Be encouraging to your guests
- ❑ Avoid foul language and displays of temper
- ❑ Focus on your client or guest, not your golf score
- ❑ Be sensitive to your guests *since of rules* on the course – be compatible
- ❑ Offer to keep score – or not if they would rather

Conduct on the Course:

You don't have to be a great player to be great to play with!

- ❑ Stand still and be quiet when your partners are hitting a shot or putting.
- ❑ Understand the basic rules – but don't be the rules enforcer
- ❑ Know where carts are not supposed to be (around tees and greens)
- ❑ Show you are a good citizen by fixing your divots, ball marks and raking traps
- ❑ Beware of casting shadows in other players putting line
- ❑ Buy beverages and snacks if you're the host - Limit alcohol consumption
- ❑ Keep your conversations quiet – be aware of golfers on adjacent holes
- ❑ Count every stroke and penalty of your own
- ❑ Let your playing partners tell you their score - don't challenge them

Speed of Play:

Don't make your guests wait on you!

- ❑ Be at the first tee on time and ready to go
- ❑ Ask the group if they mind playing “ready” golf (no order to teeing off)
- ❑ Keep it moving. Have a simple pre-shot routine– one practice swing
- ❑ Pick up your ball if you've hit more than 7 shots and are holding up play
- ❑ Don't take too long hunt for a lost ball – be ready with a spare

Betting:

If planned well, a little bet can add a lot of fun to the outing.

- ❑ Agree on the game and stakes before you tee off.
- ❑ This can be dangerous territory. Let your guest take the lead on betting
- ❑ Refer to www.greatgamesforgolfers.com for fun game options for betting!
- ❑ Keep the stakes low – consider non-cash awards (like drinks)
- ❑ Pay any debts immediately at the conclusion of the round
- ❑ If you win, it's courtesy to buy a round of drinks
- ❑ Play your game ... don't lose intentionally
- ❑ Be a gracious winner or loser – keep a smile on your face

Doing Business During the Round:

Maintain a careful balance of fun to business for a great outing

- ❑ Listen attentively, let the client/prospect take the lead on business talk.
- ❑ Be ready with important information about your company
- ❑ Ask general business questions to open the conversation
- ❑ Observe behavior traits for clues to business style
- ❑ Don't press for commitments on the course – keep it general
- ❑ Think “long term” relationship.

Follow Through After the Round:

Leverage your opportunity

- ❑ Try to include a casual lunch, refreshments
- ❑ Watch for an opportunities to get commitments you're seeking ie. “*I would like to follow up with you..., Can we plan on..., Shall we go ahead and.....?*”
- ❑ Schedule the next meeting and objectives
- ❑ Send a **thank you** note within 24 hours
- ❑ Keep your promises!