

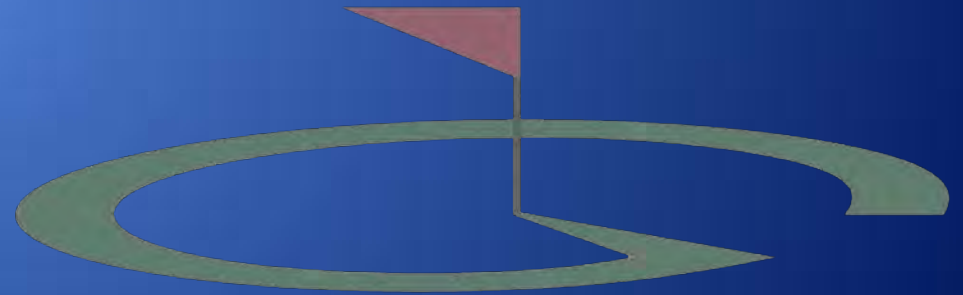
# Best Management Practices

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March 31, 2010

Andover Country Club

New England Golf Summit



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# Effective Pricing

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## Yield Management/Variable Pricing Strategies

- Fill Your Least Attractive Tee Times/Spaces
- Measure and Manage Utilization
- Price to Attract the Audience



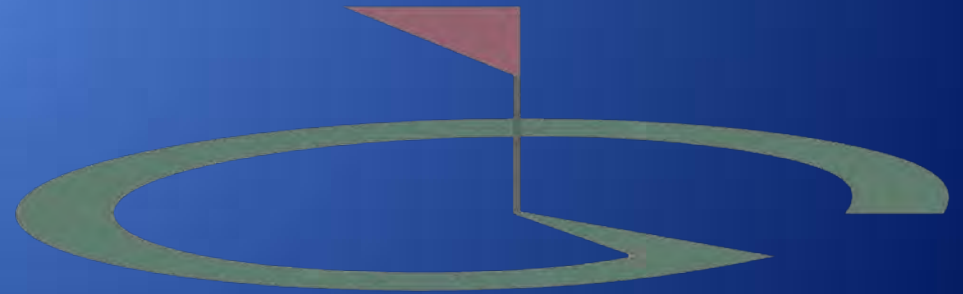
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# Customization

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## Adaptable Memberships

- Target Audiences
- Customize
- Personalize



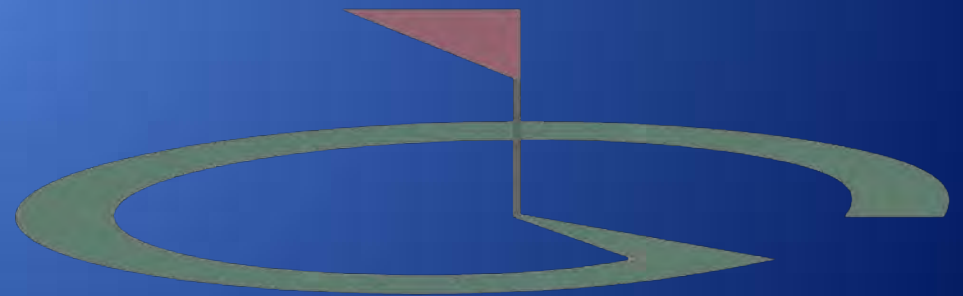
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# Quality Assurance

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## Upgrading (Not Downgrading)

- Facilities
- Programs
- Personnel



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# Personalization

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## Customer/Members 'Centricity'

- Meet with Each Member of the Club
- Conduct Regular/Frequent Discussions with Customers
- Build Relevant Programs



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# Relationship Management

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## Renewed/Maintained Relationships

- Customers Seek Relationships
- Retention Is a Top Priority
- Recruitment Is Constant
- Zero-Sum Game for Now



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# Q & A

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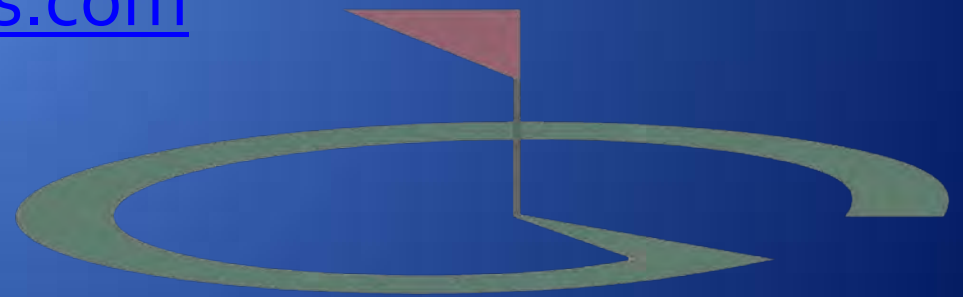
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