

Jeremy Dale's Confidential Guide to the perfect Corporate Golf Day (part two)



How to make your corporate golf day really pay.....



Business is about relationships!

In my experience, most business people say that it is important to them to develop good long term relationships with their clients.

They will also say that they are more likely to do business with someone they know and that playing golf is the PERFECT way to get an all day informal meeting with their best client or prospect

The gift of time with your best client

Unlike going to a big sporting event or the theatre, golf is interactive and gives you the gift of time to actually get to know your guests a lot better.....making your next phone call MUCH easier!

So remember WHY you are having a golf day in the first place.

Golf allows you to network like no other game.....the challenge is to make the most of it.



1) One staff member per team

The ideal golf day plan would be to have one person from your company in each group so they can make the most of that four hour informal meeting, if you don't have enough players in the company then the opportunity is missed.

If you don't have enough golfers then it may be better to organize a number of smaller events (e.g. for just 12 people) and invite different guests each time.

That way you get one of your team in each group EVERY time.

Get your staff to play golf!

No one doubts that being a golfer is great for both your business and your health – studies have shown that golfers live on average five years longer and earn more too.

As part of your wider golf day strategy, get your staff into the game so they can play well enough to participate without embarrassment.

The benefits are obvious. Learning golf together is an excellent team-building exercise, gives your staff a valuable business networking tool and makes them healthier!



2) Encourage your team to take golf lessons

You will all relax and enjoy the golf day much more if you are prepared. You do not need to play like Rory McIlroy but you do need to be able to play well enough to contribute to the team score occasionally and (most importantly) fast enough to avoid holding up play.

The best way is to encourage your team to get some help. If you tell a good PGA coach that you have an upcoming golf day and simply want to play without embarrassment he should be able to tailor the lessons and make the game a lot simpler for you....trust him like you would a consultant.....he knows his stuff!

Alternatively, you could learn golf together as a group. As well as ensuring that everyone improves their game, this is a great team building exercise and can be much cheaper too.

If you want a recommendation for a good PGA qualified coach in your area, please get in touch!

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Educate your staff in the etiquette of the game

No one minds if a golfer does not play well, especially if he or she has not played much. What they will expect though is that they play quickly enough to keep pace with the group and know the etiquette well enough not to embarrass anyone!

Etiquette is vital, much more important than knowing the rules or playing well so make sure your staff are experienced enough to know the basics.....your clients may not be too impressed if they don't.



3) Encourage teamwork with a different form of play

To encourage your teams to work together, alter the form of play to Texas Scramble* (or a variation) so that teams only need one good shot from the tee and fairway.

This is the usual format for all corporate golf in Australia (where it is called Ambrose) and works brilliantly because it takes the pressure off anyone who is nervous about their game. It also works wonders for speed of play by cutting out all that searching for errant shots!

Tee Shot Scramble

One further variation on the scramble is Tee Shot Scramble, where each team chooses the best drive on each hole and THEN plays individually for the rest of the hole. By taking the best tee shot each time, you save time and keep the team together but each person feels that they have played their own round of golf too. This is also perfect for difficult courses with narrow fairways – lost balls from the tee are simply forgotten which helps speed of play and team morale!

Whichever format you select, the scramble turns a potentially very individual game into a team game, instantly encouraging the teamwork, networking and sociability that you want from a golf day.



Should we have an individual AND team competition?

If you don't play a pure scramble competition, then the most common form of team play is to count the best two (net) scores of the four players on each hole.

This is a nice format because the team works together and it does not really matter if someone has a bad hole. They just pick up their ball and don't complete the hole – saving time and stress!

Adding an individual competition to the team event will mean that the golf will take much longer since you are requiring EVERYONE to record a score on each hole.....and that means four people putting out on each hole instead of two.

Consider whether you really need an individual competition as well.

Experience shows that a quick game is a good game – everything you can do to speed up play and get the team working together will increase your guests' enjoyment of the day.

If you want the round to last LESS than five hours, my advice is to make it a team game ONLY.



4) Give your NON-golfing guests a grand day out at the golf club

It is a shame that a beginners clinic for the non-golfers is hardly ever offered in the UK corporate golf market because, as well as being great fun, it means that you can include non-golfing clients who would otherwise be excluded from the event.

You may even find that they have always wanted to have a go at golf but were unsure how to go about it.....and you will never know unless you ask!

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A good PGA coaching professional can break a two and a half hour clinic into three sections (putting, chipping and full swing) and explain the nuances so that your guests get a flavor of the game – you can also create clinic competitions with prizes and afterwards they can watch the golfers coming in up the 18th with a cool drink and feel part of the day.

I have met first time golfers at corporate clinics who have been really thrilled by the whole golf experience – a day's golf really can be an amazing gift.

For more ideas on clinics, team-building and golf days for beginners, call Jeremy today on 07748307849.



Thanks for reading.....the third and final part of this guide with ideas on how to entertain your clients will arrive in your inbox soon.

Kind regards, Jeremy.

Jeremy Dale
2015 Villages Golf Entertainer of the Year
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Delight your guests with the most entertaining hour in golf with Jeremy Dale and get great corporate golf day advice

Email Jeremy@jeremydale.com.....or call now for a (free!) no obligation chat about your day 07748 307849.

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*Texas Scramble explained.....All four team members hit their drives, the best of the four drives is selected. The other three players pick up their balls and move them to the spot of the best drive. The second shots are all played from that location. This process continues until the ball is holed.

