

business deals on the golf course

Introduction:

Securing lucrative business deals on the golf course: A strategic guide for professionals. Golf isn't just a game; it's a powerful networking arena where millions of business deals are struck each year. This comprehensive guide explores the art of leveraging the golf course for successful business partnerships and negotiations. Learn how to navigate this unique environment, build rapport, and ultimately, close deals that advance your professional goals.

Article Outline:

I. The Strategic Advantages of Golf Course Networking:

Building rapport in a relaxed setting.

Unstructured time fosters deeper conversations.

Shared activity creates common ground.

Access to high-net-worth individuals and decision-makers.

II. Preparation and Planning for a Successful Golf Business Meeting:

Understanding your objectives and desired outcomes.

Choosing the right golf course and time.

Researching your potential partner beforehand.

Preparing engaging conversation starters beyond golf.

Selecting appropriate attire and maintaining professionalism.

III. On-Course Etiquette and Strategies for Building Relationships:

Maintaining proper golf etiquette.

Using the game as a conversational springboard.

Active listening and showing genuine interest.

Observing body language and adapting your approach.

Knowing when to discuss business and when to focus on the game.

IV. Converting Golf Course Connections into Concrete Business Deals:

Following up promptly after the round.

Sending a personalized thank-you note.

Maintaining consistent communication.

Crafting a compelling business proposal.

Negotiating effectively and fairly.

V. Potential Pitfalls to Avoid on the Golf Course:

Overly aggressive sales pitches.

Ignoring golf etiquette.

Focusing solely on business and neglecting relationship-building.

Being unprepared for the conversation.

Poor sportsmanship.

VI. Post-Game Follow Up & Maintaining Relationships:

The Importance of timely and relevant follow-up communication.

Leveraging social media and professional platforms.

Scheduling future meetings or collaborative opportunities.

Maintaining contact with new business partners to build lasting relationships.

Explanatory Sentences:

I. The Strategic Advantages of Golf Course Networking:

Building rapport in a relaxed setting.

The informal atmosphere of a golf course helps break down barriers and fosters genuine connection, leading to more open and productive discussions.

Unstructured time fosters deeper conversations.

The leisurely pace allows for more in-depth conversations than a typical business meeting, building trust and understanding.

Shared activity creates common ground.

The shared experience of playing golf provides a natural icebreaker and fosters camaraderie.

Access to high-net-worth individuals and decision-makers.

Golf courses frequently attract individuals from high-profile businesses, creating valuable networking opportunities.

II. Preparation and Planning for a Successful Golf Business Meeting:

Understanding your objectives and desired outcomes.

Clearly define what you hope to achieve from the meeting before teeing off.

Choosing the right golf course and time.

Select a course appropriate for the context of the meeting and schedule it at a time conducive to both parties.

Researching your potential partner beforehand.

Learning about their background, interests, and business goals will enable you to tailor your conversation.

Preparing engaging conversation starters beyond golf.

Have a few topics ready to discuss beyond the game to keep the conversation flowing.

Selecting appropriate attire and maintaining professionalism.

Dress appropriately, demonstrating respect and professionalism.

III. On-Course Etiquette and Strategies for Building Relationships:

Maintaining proper golf etiquette.

Demonstrate respect for the game and your fellow players.

Using the game as a conversational springboard.

Use moments between shots or on the cart to initiate and continue business conversations naturally.

Active listening and showing genuine interest.

Engage fully in the conversation, demonstrating your interest in their perspectives.

Observing body language and adapting your approach.

Pay attention to nonverbal cues to adjust your conversation style accordingly.

Knowing when to discuss business and when to focus on the game.

Balance business discussions with the enjoyment of the game itself.

IV. Converting Golf Course Connections into Concrete Business Deals:

Following up promptly after the round.

Send a brief email or note reinforcing the points discussed and expressing gratitude.

Sending a personalized thank-you note.

A handwritten note adds a personal touch and leaves a lasting impression.

Maintaining consistent communication.

Keep the lines of communication open to foster a strong business relationship.

Crafting a compelling business proposal.

Present a well-structured and persuasive proposal outlining the benefits of the partnership.

Negotiating effectively and fairly.

Engage in fair and productive negotiations that benefit both parties.

V. Potential Pitfalls to Avoid on the Golf Course:

Overly aggressive sales pitches.

Avoid pushing for a deal too hard; focus on building rapport first.

Ignoring golf etiquette.

Poor etiquette can create a negative impression and hinder relationship-building.

Focusing solely on business and neglecting relationship-building.

Balance business discussions with genuine conversation to build trust.

Being unprepared for the conversation.

Lack of preparation will impact your ability to create meaningful interactions.

Poor sportsmanship.

Maintaining good sportsmanship reflects positively on your character and professionalism.

VI. Post-Game Follow Up & Maintaining Relationships:

The Importance of timely and relevant follow-up communication.

A timely email or call can solidify the initial connection and set the stage for future interactions.

Leveraging social media and professional platforms.

Connect on LinkedIn or other platforms to strengthen your professional network.

Scheduling future meetings or collaborative opportunities.

Suggest a follow-up meeting or collaborative project to advance the business relationship.

Maintaining contact with new business partners to build lasting relationships.

Regular communication, regardless of immediate business needs, fosters strong, long-lasting relationships.

Conclusion:

The golf course presents a unique and effective environment for forging business relationships and

closing deals. By understanding the etiquette, leveraging strategic planning, and mastering the art of relationship-building, you can significantly enhance your professional network and achieve your business objectives. Remember, it's not just about the game; it's about the connections you make and the opportunities you create.

Frequently Asked Questions (FAQs):

Q: Is it appropriate to discuss business on every hole? A: No, balance business discussions with the enjoyment of the game. Some holes are better suited for relaxed conversation, while others might provide a natural opportunity to transition into business matters.

Q: What if my potential partner doesn't seem interested in business? A: Respect their boundaries. Focus on building rapport and strengthening the relationship. The business discussion can come later.

Q: How can I ensure my follow-up is effective? A: Keep it concise, personalized, and focused on the key points discussed. Offer a specific next step or action item.

Q: What if I lose the game? A: Maintain grace and sportsmanship. The outcome of the game doesn't define the success of the business interaction.

Q: What's the best way to handle a disagreement during the game? A: Handle it professionally and respectfully. Focus on finding common ground and avoiding conflict.

Related Keywords:

business networking, golf course networking, business deals, closing deals, golf business etiquette, networking strategies, relationship building, professional networking, high-net-worth individuals, business partnerships, corporate golf, golf course marketing, lead generation, sales strategies, business development, strategic partnerships, golf tournament sponsorship.

business deals on the golf course: The Business of Golf James J. Keegan, 2010-01-01

business deals on the golf course: Deals on the Green David Rynecki, 2007-04-19 No matter how sophisticated the tools become-the e-mails and teleconferencing, the BlackBerries and PowerPoints-golf remains the true communications hub of American business. In the history of American business there have been more deals consummated on the golf course than in any boardroom or five-star restaurant. It's no accident that executives from J. D. Rockefeller to Jack Welch have made time in their busy schedules for eighteen holes. *Deals on the Green* takes a fresh look at the interesting worlds of golf and business. It's not a how to win business instructional, but it does offer lessons about what is required to succeed in golf and in business-namely friendship, imagination, tenacity, multitasking, guts, passion, and compassion. And it shares great inside stories about the leaders whose devotion to and respect for the game have contributed to their success in business. Financial journalist David Rynecki takes us inside the gates of elite courses such as Augusta National and Pebble Beach to reveal how the wealthy and powerful really behave-or misbehave. He lets us in on the keys to mixing business and pleasure, the best way to swing a nine iron in front of your boss, and even what to do if you happen to slice it.

business deals on the golf course: Business Golf Pat Summerall, James A. McNulty, John Creighton, Will D. Rhame, 2002 This step-by-step guide shows how to enhance fortune through the cultivation of new friendships and relationships while enjoying the game readers love to play. It tells how to properly structure a golf game so that it becomes both the ideal setting to create and promote deals, both small and large.

business deals on the golf course: The Business of Golf - What Are You Thinking? 2014 Edition James J. Keegan, 2014-01-01 *The Business of Golf* is a series of two books with a passionate focus on creating value for the golfer based on a foundation that produces a return on an investment for the golf course owner. *The Business of Golf What Are You Thinking?* functions as a primer for avid golfers, college students in Professional Golf Management Programs, and golf industry professionals seeking to refresh their knowledge on the fundamentals of the golf industry and operating a golf course. This book garnered widespread appeal, due to its singularity as a source that provides strategic, tactical, and operational guidance. It has been purchased in over 16 countries and is used by 15 universities and colleges in their curriculums. In contrast to the basic primer, *The Business of Golf Why? How? What?*, first published in 2013, caters to the seasoned industry professional. The book guides a golf course management team in creating a strategic vision, determining the resources to be allocated and the policies and procedures that require consistent execution, accompanied with 21 templates that can be licensed at www.golfconfergence.com. Both of these books represents over a decade of research conducted in partnership with golf courses worldwide. The perspective contained in both addresses comprehensible and executable principals that encompass a diverse range of subjects including architecture, agronomy, intellectual property, rate structures, social media, water utilization and yield management. While the insights presented are clear, the analysis undertaken was extensive. The principles in these books formed an integral part of a Clemson University Ed. D.D. dissertation in which 11 leading golf course managers operating 34 golf courses vetted and validated the principals herein contained. Assurance of identifying the potential of a facility resides in the application of the books' concepts. These books help the golf course management team and staff develop a focused and disciplined approach based on quantitative data to identify and mitigate the impact of uncontrollable factors (economy, location and weather). From understanding these fundamentals, the controllable factors can be leveraged to enhance each golfer's qualitative experience while ensuring a positive financial return on investment to the golf course stake-holders.

business deals on the golf course: Golf Business and Management Tim Breitbarth, Sebastian Kaiser-Jovy, Geoff Dickson, 2017-07-20 Golf is big business around the world. With high profile series such as the PGA, LPGA and European tours to the re-introduction of golf to the Olympics at Rio 2016, golf occupies a prominent place in the global sport community. This is the first book to

introduce the fundamentals of golf business and management from a truly international perspective, covering key topics such as media, club management, sponsorship and retail, at elite and non-elite levels. With sections exploring the development of golf on every continent, including North America, South America, Europe, the Middle East, Africa and Asia, this book presents the latest thinking on current issues in golf, ranging from sustainability and innovation to global governance. Each chapter incorporates helpful features for students including learning objectives, discussion questions, guides to further reading, recommended websites and insights from industry voices. This book is essential reading for students of any golf-related degree course or professional accreditation programme, and will also be of interest to those studying or working in sport business, sport management and sport tourism. Underpinned by up-to-date literature, golf researchers will also find the book a useful starting point.

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business deals on the golf course: Gary Player's Black Book Gary Player, 2017-04-04 Gary Player's Black Book contains fifty questions and detailed responses from eighteen-time major winner Gary Player. The book, divided into three parts, focuses on specific scenarios and problems that arise in golf, life, and business. In the first section on golf, topics include putting, scoring, etiquette, the mental side of the game, and fitness and nutrition. In the section on life, Player, the father of six and grandfather to twenty-two, addresses issues such as parenting, who to turn to when in need of advice, and more. Finally, in the section on business, he details how to deal with competition, among other topics. Player responds to questions such as: • Golf: How do I play a bunker shot from a plugged lie? • Life: I feel like I've lost the passion for what I do. How do I get that back? • Business: When people criticize my work I take it very personally. How do you handle criticism? The 2012 recipient of the PGA Tour Lifetime Achievement Award, Player draws from both on and off the course experiences dealing with competitors, businesspeople, and family. In doing so, he offers a unique glimpse into handling adversity with regard to these relationships. The advice that he offers is invaluable to fans of all ages.

business deals on the golf course: Long Island Golf Phil Carlucci, 2015-06-01 When the European sport of golf found its way to Long Island and took root in the Hamptons at Shinnecock Hills in 1891, its journey across the Atlantic served as the opening drive of a recreational era that now spans three centuries. Home to more than 130 golf courses, the area boasts prestigious American clubs overlooking picturesque Atlantic bays and inlets, along with public layouts climbing and descending the region's sloping terrain. Long Island is home to the most popular municipal golf facility in the country, the centerpiece of which is Bethpage Black, the People's Country Club. Celebrated architects like A.W. Tillinghast, Devereux Emmet, Seth Raynor, and C.B. Macdonald built many of Long Island's famous courses, which have challenged the brightest of golf's stars. International tournaments and star-studded exhibitions have all been decided on Long Island turf, helping it grow into one of the world's most prominent golf settings.

business deals on the golf course: Historical Dictionary of Golf Bill Mallon, Randon Jerris, 2011-01-21 Golf has been called the greatest of all games, but it has also been derided by none other than Mark Twain as nothing more than a good walk spoiled. Traditional teaching holds that golf originated in Scotland around the 15th century. However, there is historical evidence of games similar to golf being played in the low countries of Europe back in the 13th century. Over the many centuries of golf's evolution, the balls used have changed greatly, as have the clubs, the holes, the courses, and the entire game itself. The Historical Dictionary of Golf presents a comprehensive history of the game through a chronology, an introductory essay, a bibliography, photos, and over 300 cross-referenced dictionary entries on places, teams, terminology, and people, including Arnold

Palmer, Greg Norman, Lee Trevino, Jack Nicklaus, Annika Sörenstam, Lorena Ochoa, Phil Mickelson, and, of course, Tiger Woods. Appendixes of the members of the World Golf Hall of Fame, the Major Championships of Golf, the International Team Events, and the Professional Tour Awards are also included.

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business deals on the golf course: *9 Holes 9 Goals* Patrina King, 2018-03-19 The ONLY Step-by-Step Guide to Doing Business on the Golf Course You may have heard the phrase, Deals are made on the golf course. But do you know how that happens? As a seasoned Golfer, as well as the Founder & CEO of Golf Women Mean Business, I know that getting to the deal requires more than just knowing how to play golf. There are specific steps that need to be taken in order to make your business golf round worth your time and investment. *9 Holes 9 Goals* will provide hole-by-hole guidance on what to, what to expect, mistakes to avoid, the questions you should ask and more.

business deals on the golf course: *Commander in Cheat* Rick Reilly, 2019-04-02 NEW YORK TIMES BESTSELLER Reilly pokes more holes in Trump's claims than there are sand traps on all of his courses combined. It is by turns amusing and alarming.-- The New Yorker Golf is the spine of this shocking, wildly humorous book, but humanity is its flesh and spirit. -- Chicago Sun-Times Every one of Trump's most disgusting qualities surfaces in golf. -- The Ringer An outrageous indictment of Donald Trump's appalling behavior when it comes to golf -- on and off the green -- and what it reveals about his character. Donald Trump loves golf. He loves to play it, buy it, build it, and operate it. He owns 14 courses around the world and runs another five, all of which he insists are the best on the planet. He also claims he's a 3 handicap, almost never loses, and has won an astonishing 18 club championships. How much of all that is true? Almost none of it, acclaimed sportswriter Rick Reilly reveals in this unsparing look at Trump in the world of golf. Based on Reilly's own experiences with Trump as well as interviews with over 100 golf pros, amateurs, developers, and caddies, *Commander in Cheat* is a startling and at times hilarious indictment of Trump and his golf game. You'll learn how Trump cheats (sometimes with the help of his caddies and Secret Service agents), lies about his scores (the Trump Bump), tells whoppers about the rank of his courses and their worth (declaring that every one of them is worth \$50 million), and tramples the etiquette of the game (driving on greens doesn't help). Trump doesn't brag so much, though, about the golf contractors he stiffes, the course neighbors he intimidates, or the way his golf decisions wind up infecting his political ones. For Trump, it's always about winning. To do it, he uses the tricks he picked up from the hustlers at the public course where he learned the game as a college kid, and then polished as one of the most bombastic businessmen of our time. As Reilly writes, Golf is like bicycle shorts. It reveals a lot about a man. *Commander in Cheat* paints a side-splitting portrait of a congenital cheater (Esquire), revealing all kinds of unsightly truths Trump has been hiding.

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business deals on the golf course: *Likeonomics* Rohit Bhargava, 2012-04-25 How to become a trusted resource for consumers in a society of constant manipulation People decide who to trust, what advice to heed, and which individuals to forge personal or transactional relationships with based on a simple metric of believability. Success, in turn, comes from understanding one basic principle: how to be more trusted. *Likeonomics* offers a new vision of a world beyond Facebook where personal relationships, likeability, brutal honesty, extreme simplicity, and basic humanity are behind everything from multi-million dollar mergers to record-breaking product sales. There is a real ROI to likeability, and exactly how big it is will amaze you. *Likeonomics* provides real-world case studies of brands and individuals that have used these principles to become wildly successful,

including: An iconic technology brand that awakened a revolution among their employees by standing for something bigger than their products A Portuguese singer who used YouTube to rack up more than 30 million views and launch her professional career. A regional team of financial advisors that went from being last in the nation among 176 branches to first, and stayed there for 13 of the next 15 years A tiny professional sports talent agent who achieved the impossible by landing the #1 drafted player in the NFL draft as a client through the power of relationships Author Rohit Bhargava is a founding member of the world's largest group of social media strategists at Ogilvy, where he has led marketing strategy for clients including Intel, Pepsi, Lenovo, Seiko, Unilever, and dozens of other large companies With Likeonomics as a guide, readers will get unconventional advice on how to stand out in a good way, avoid the hype and strategic traps of social media, and appeal to customers in a way that secures your company as a trusted and believable resource.

business deals on the golf course: Golf and the Law Thomas H. Sawyer, 2005 The sport of golf is a popular choice for individuals looking to spend their increased free time. Golf is viewed as both a recreational and competitive sport; however, many sports and recreation professionals are not aware of the risks posed by the sport of golf. This lack of awareness creates a false sense of security for professionals and recreational golfers. The risks (e.g. personal injury, property damage, real estate issues, employment concerns, and discrimination) often result in litigation that is costly in both time and money. This litigation can often be prevented through sound risk management practices and programs. Every golf course is a complex business venture with corresponding complex business-related problems. These problems typically include real estate issues, employment matters, premises liability, discrimination, and negligence. Golf and the Law assists golf course managers in avoiding lawsuits and preventing needless personal injury and property damage. The book is divided into two major sections. The first section reviews a number of important legal concepts and relates each concept to the management of a golf course. The second section specifically outlines common types of litigation that have been aimed at golf courses. Finally, the book outlines a variety of risk management strategies to assist the golf course manager in making the golf course a safe place for participants, employees, and neighbors. Throughout the work [Sawyer] offers advice on avoiding liability by instituting proper risk management procedures. In extensive appendixes readers will find checklists, sample forms, and other useful information for the golf course manager. -- Legal Information ALERT

business deals on the golf course: *Increase Your Sales and Lower Your Golf Score* Peter Biadasz, Matt Eidson, 2007-06 You Need This Book If. You are in sales and want to increase your sales and improve yourself as a sales professional. You are a golfer desiring to improve your golf game and lower your score. You want more information to see if sales is a career option for you. You have heard that golf is a great sport but know nothing about it. You are a sales manager and want to combine the advantages of sales with the recreation of golf. You are in sales and feel that you have reached a frustrating plateau. You just want to have fun playing golf. If you are in sales, and we all are to some degree, you may want to increase your income and/or increase your job satisfaction. If you are a golfer, you may want to lower you score and/or increase how satisfied you are with very aspect of your game. The good news is that you can increase your sales by relating how you sell to how you improve your golf game. Likewise, you can lower your golf score as you see how the same principles that make you a top producing sale professional can be utilized on your favorite golf course. The end result is a top producing salesperson with a golf game that is the envy of all co-workers and competitors.

business deals on the golf course: *Game of Privilege* Lane Demas, 2017-08-09 This groundbreaking history of African Americans and golf explores the role of race, class, and public space in golf course development, the stories of individual black golfers during the age of segregation, the legal battle to integrate public golf courses, and the little-known history of the United Golfers Association (UGA)--a black golf tour that operated from 1925 to 1975. Lane Demas charts how African Americans nationwide organized social campaigns, filed lawsuits, and went to jail in order to desegregate courses; he also provides dramatic stories of golfers who boldly confronted

wider segregation more broadly in their local communities. As national civil rights organizations debated golf's symbolism and whether or not to pursue the game's integration, black players and caddies took matters into their own hands and helped shape its subculture, while UGA participants forged one of the most durable black sporting organizations in American history as they fought to join the white Professional Golfers' Association (PGA). From George F. Grant's invention of the golf tee in 1899 to the dominance of superstar Tiger Woods in the 1990s, this revelatory and comprehensive work challenges stereotypes and indeed the fundamental story of race and golf in American culture.

business deals on the golf course: Done Deal Les Standiford, 2012-07-31 Done Deal is the first in the series featuring reluctant sleuth John Deal, a South Florida building contractor who has a penchant for stepping into the path of the wrong people. Here, Deal is struggling to rebuild the once formidable DealCo, a development company once headed by his flamboyant father Barton Deal - but little does he know that the piece of land upon which he plans to build a small apartment complex is coveted by a ruthless businessman intent on making a fortune off Major League Baseball's arrival in South Florida.

business deals on the golf course: Back on Course Connie Charles, 2016-12-07 People do business with individuals they like, trust, admire and respect. That's why knowing how to play golf is such an important business tool. It's not about the deals you make while you're on the course - it's about the relationships you build that can lead to deals. In one round of golf, you're able to establish a solid relational foundation. Why? Because the golf course perfectly replicates the business world in showing how people function when they're confronted with challenges that affect their individual performance. You can tell a great deal about how people operate in the business world by spending time with them on the golf course. Back on Course: Drive Business Performance Through Golf gives an inside look at what the game can reveal and how to use that information to excel in business. You'll learn: * Why golf generates more than \$76 billion annually in the United States alone and what trends are shaping the industry. * The golf psychology of how to connect behavior on the golf course to behavior in the boardroom. * The golf fundamentals of how to master The Five-Hour Meeting and make the most of the experience. * Golf tips that will help you improve your golf game: from special advice on golf for beginners, to high-level tips on the mental game of golf for the well-seasoned player, to even putting tips everyone can use. * Advice on how and when to enlist golf instruction or take golf lessons to get better fast. * What to do in potentially sticky situations - the dos and don'ts of business golf. * Why corporate investment in golf continues to bring solid results. The book includes a foreword by the PGA's Bill Hughes from TPC Sawgrass as well as personal stories from leaders with Fortune 100 corporations and dynamic small businesses. Whether you're a golf enthusiast already or just thinking about taking up the sport, Back on Course puts the power of the sport in your hands.

business deals on the golf course: Golf And The Game Of Leadership Donald E McHugh, Mchugh, Donald E, 2008-12-30 McHugh, a former executive with General Motors and Owens-Illinois, believes that golf is a perfect analogy for the corporate boardroom game. By transferring the strategies that work on the course to the office, chances are one will be able to stand out as a leader. The best golfers are passionate about the game and are willing to put in hours of practice. Similarly, according to the author, effective leaders are zealous in their convictions that their behavior will motivate and help others to succeed as well. The chapters - for each of 18-holes of a round of golf - feature leadership principles such as Focus, Courage, Responsibility and Recognize Positive Results. Each chapter, offers numerous anecdotes about both golf and the business world. The book does not attempt to teach or train people to be leaders. The focus instead is to help you in your efforts to learn how to lead more effectively.

business deals on the golf course: The Business of Ethnography Brian Moeran, 2021-01-07 Can an anthropologist help us understand the world of business? Armed with this question, veteran anthropologist Brian Moeran embarks on an in-depth study of cultural production and creative industries in Japan. At once the blundering ethnographer and shrewd observer, Moeran is able to

shed light not only on social behavior and human relations in general but, more specifically, on the importance of strategic exchange to all business practices. Moeran's fieldwork, rooted in participant-observation of business life in communities and corporations, leads him to an original theory of how business operates. Culture is not all-powerful, Moeran shows. Instead, social structures strongly influence behavior. At the heart of Moeran's analysis is a firm belief in fieldwork and ethnography - terms much bandied about in business, management and cultural studies, but rarely undertaken in depth. *The Business of Ethnography* not only provides a useful methodology for people studying or wishing to understand business, but also acts as a clarion call for anthropologists to rethink their discipline beyond traditional fieldwork sites.

business deals on the golf course: The WOW Factor Barney Adams, 2008-06-17 The founder of Adams Golf and the inventor of Tight Lies, the most popular fairway wood of all time, tells his rags-to-riches story. In the early years of Adams Golf, entrepreneur Barney Adams labored in obscurity. He collected six patents for his golf products, manufacturing fine equipment but enjoying no sales. Everything changed for him and his company in 1996, though, when he invented the Tight Lies fairway wood. Working as a custom fitter, his customers repeatedly asked for a club they could play from long iron distance, from 180 to 220 yards to the green. Adams knew the technical secret was to lower the club's center of gravity. He did this by designing the traditional head shape upside down, which not only lowered the center of gravity, but also increased the hitting surface. The result was a club that was easier to hit, and suddenly Adams and his club, after years of diligent work, became overnight sensations. As lean as those early years of Adams Golf were, the amazing success of Tight Lies more than made up for them. Sales skyrocketed beyond Adams's wildest expectations, and earned Adams Golf two placements on the Inc. 500 Fastest Growing Small Companies list, an Industry Week Top 25 Award for Growing Manufacturing Companies, several golf industry awards, and led to the largest IPO in the history of the golf industry in 1998. This is Barney's unvarnished story of how he made this happen, and how you, too, can make your entrepreneurial dreams come true.

business deals on the golf course: Practical Golf Course Maintenance Gordon Witteveen, Michael Bavier, 2012-10-18 The revised, bestselling resource of practical, nontechnical advice for maintaining and operating a golf course *Practical Golf Course Maintenance*, Third Edition presents the latest information and techniques for providing first-rate upkeep and management operations for any golf course. This book's, clear, step-by-step coverage, unencumbered by technical language, includes critical advice on maintaining consistent bunkers, sand top-dressing and aerifying, pesticide storage, and other emerging technologies, as well as mowing techniques for greens, fairways, and tees and much more! This updated Third Edition offers reliable, state-of-the-art guidance and hundreds of helpful tips with: Major revisions throughout to address the latest information on computer- operated irrigation systems, new equipment for all aspects of course maintenance, water quality and conservation issues, and managing people A clear approach that avoids technical language and scientific citations while delivering practical advice that can be immediately applied on the course Coverage of all aspects of course maintenance from tee to green, along with guidance on managing the course for the rules of the game and managing the business aspects of course management and maintenance *Practical Golf Course Maintenance*, Third Edition is a valuable tool for golf course owners, architects, builders, golfers, golf professionals, club managers, and superintendents, as well as greens committee members, irrigation specialists, field managers, turfgrass specialists, real estate developers, and landscape architects.

business deals on the golf course: The A Swing David Leadbetter, Ron Kaspriske, 2015-05-12 The national bestselling golf instructional, *The A Swing*, created by the world's #1 instructor to help golfers consistently hit good shots. David Leadbetter is the most recognized golf instructor in the history of the game. His book, *The A Swing*, is an evolution of his swing theories that have successfully helped thousands of golfers globally. His tour players, whom he has coached over the years, have amassed 19 major golf championships. David has been prolific during his 30+ year career in producing books, videos, teaching aids that have inspired golfers of every level to reach

their potential. The A Swing - A stands for Alternative - is a simple way to swing the club, which follows biomechanically sound, scientific principles, and only requires minimal practice. The A Swing has been thoroughly tested with a wide range of players, from tour level to beginner, junior to senior, and the results overall have been nothing short of dramatic. The A Swing is a way to develop a consistent, repetitive motion which will improve accuracy and distance, and is easy on the body. It will fix many of golf's common faults, and the book takes you through an easy, step-by-step approach. With over 200 illustrations, easy drills, and the 7-Minute Practice Plan, golfers now have the opportunity to play the way they've always dreamed of. Golf is a frustrating game, even for the top players, but the A Swing will make it easier and more fun. It could really change the way the game has been taught, which hasn't changed for years - it is not an exact method, and has leeway for individualism. David is excited that the A Swing will help golfers the world over enjoy the game more. In essence, the A Swing is a shortcut to great golf. Whatever your level of play is now, whatever your goals, however you've been struggling with the game, the A Swing could change your golfing life.

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