



### More From Fore (Part 1)



In one of my earliest newsletters, I shared information on the power of networking that I learned from my friend John Moser. In addition to owning one of the top Dale Carnegie franchises in the nation, John spent six years on the PGA tour, and he still plays a mean round of golf. When I was interviewing John recently, he shared with me some of his tips on playing golf for business. This is a two part series concerning the Do's and Don'ts of playing golf for business. In this issue I am going to focus on the Do's of how to make a good impression on the golf course.

First, when playing a winning round of golf, show up on time. It is shocking how many people are late for something such as a round of golf. Second, be polite. Your politeness to others such as waiters reflects on your general character. Next, wear appropriate clothing. Nothing sends a worse impression than to be underdressed for a golf event.

Provide your partner with a sleeve of golf balls and a hat displaying the company logo. Furthermore, if you really want to make a great impression, give your partner a shirt complete with the company logo. These gifts will start your golf game off with a **WOW Factor**. Moser also says to maintain a high energy level while you are playing golf.

Other etiquette experts have made suggestions where golfing for business is concerned. For example, do not appear cheap. Give your partner opportunities for food and beverages. Make sure you offer to go into the "19th hole" to debrief. Allow your client to bring up business topics. If business has not been brought up by the fourth or fifth hole, experts suggest initiating your business conversation by asking "soft" questions.

Lastly, Moser assures that *you don't have to be the best golfer to get the best business*. He claims that less than five percent of golfers shoot below 100. Simply remember your golfing etiquette, and your client will feel that the time was worthwhile by just spending time together.

You are generally making a \$100 to \$200 investment in the round of golf plus at least half of a day. Your goal is to exceed your client's expectations in golf by going the extra mile and making them feel special. This sends a subliminal message that you are thoughtful and detail-oriented. They will find you refreshingly different, and they will be more interested in hearing about your business if you connect on this level.

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