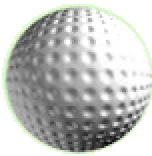




More From Fore (Part 2)



This is the second installment of our two part series on playing golf for business. In the previous issue, I shared tips that I learned from interviewing John Moser who owns one of the top Dale Carnegie franchises in the nation and spent six years on the PGA tour. Today's issue focuses on the Don'ts of golfing for business.

Moser pointed out several things to me that are deterrents when playing golf with a client. First of all, remember *you are on a golf course to get business not to play your best golf*. Moser says that usually people spend too much time in the woods looking for lost balls trying to avoid penalty strokes. Be careful about taking too many practice swings. In fact, Moser suggests that you take no more than two practice swings. You may lose a stroke or two and a prospective client with that annoying extra swing.

Be careful about using profanity and showing anger on the golf course. It will cost you business. In fact, there is no advantage to using profanity or showing anger on the course. Also, be careful about drinking alcohol and smoking cigars in front of someone who does not participate. Moser does not recommend the use of alcohol or cigars unless the partner expresses interest in it. It is also important to remember to treat everyone with respect. If you are disrespectful on the course, your client will assume that you are disrespectful in your office.

Last, do not cheat under any circumstance during the course of your golf game. In my speech, [*The Law of the Harvest*](#), I share that 82% of all corporate CEOs admit to cheating on the golf course. Cheating puts your partner in a terrible situation and only reflects unethical behavior. Your client will assume that you also practice unethical business procedures if you cheat on the golf course. Moser poses the question, "Do you have more trust in the person before or after you played?" Gain your client's trust by being brutally honest on the golf course.

Renowned golf pro and humorist Chi Chi Rodriguez "when asked about playing golf with a former president" recently said, "He yells fore, shoots six, and writes down five."

I hope that these points will help you succeed in a winning game of golf. Not only will you improve your golf score, but you will improve your score in business and life too.

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