

**Trackman data is not only good for your students; it's an investment in your business**

**Jeremy Thompson**

**Objective**

To educate facility owners and PGA professionals on the benefits of owning a Trackman Radar unit, how this can provide a competitive advantage over other systems, promote customer loyalty and ultimately provide a revenue stream for lessons and new equipment for the Trackman owner or facility. For the student and customers they receive accurate information which they can rely on and trust.

**Investigation**

As a facility owner I view one of my key roles as providing my coaching and club fitting staff with a comprehensive set of tools that allow them to conduct their work with a high degree of accuracy and competency. The philosophy that my organisation has had since the conception of KDV Sport Academy of golf has been “this is what is going on, this is the pathway we are going to go down to fix the issue”. We never want to be in a position of saying to customer “this is what we think is going on”. This last analogy has come about when using only video and a coach’s instincts or past experience. To provide that pathway we have a holistic approach to coaching that utilises K-Vest (3D analysis), Force Plate (weight transfer and foot pressure) TPI screenings and training programs (golf fitness), Focus Band (mental awareness and brain activity), Aim Point (green reading) and Trackman (club, swing and ball flight analysis). Another key point to understand is that this technology never replaces the coach, it allows the coach to get to the heart of the problem with factual information and utilise his skillset and expertise to outline the pathway forward. Constant training, learning and accreditations in each technology help cement my coaches’ expertise and subsequently mean we can give our customers premium lesson experiences and ultimately an accelerated learning experience.

Four key areas of interest from my perspective have arisen since being in operation for more than a year now.

- We have found that everything we coach revolves around the Trackman numbers, it is always about how the numbers change for the better when we utilise one of our other teaching tools. Trackman has become the heart of our Academy and it’s the only piece of equipment we use in every single lesson. This was never intentional as in the initial stage of start-up we viewed the Trackman as just another tool we might

use, video analysis was the key analysis tool. Our expertise has grown to such a point with K-Vest and its relationship with Trackman that we don't actually need video anymore to coach, we have found video is there purely to show our customers any visual information we need them to understand.

- Once customers have experienced the way we provide instruction they have become loyal to us, they love the experience and are getting results. There is no question that Trackman is the key piece of technology that most prospective clients recognise, they know that professional players use the technology and that Trackman is regarded as the best.
- We know and understand that Trackman especially is a fantastic tool for beginners/intermediate players but we find it difficult to engage them, the number one comment we hear is "I'm not good enough, isn't it only for better players?" or it's the simple situation where by they go to a regular coach that uses video analysis only and are happy to be provided incorrect information most of the time. The general education for most golfers on what modern technology can do is extremely limited and a lot of them are very sceptical about what it can do. Also we find that those customers that do understand some technology concepts say the most common comment "Trackman, what is so different? Aren't all launch monitors the same"!

This led me to think about ways we can better show the Trackman off in a less threatening environment that allows the customer to see and feel the technology on their own terms. This would then allow the pathway into Academy lessons much easier.

### **Analysis**

Having past my operator, level 1 and 2 Trackman Professional exams I believe I have a very strong grasp on Trackman data and REALLY what it all means. My two coaching staff are already Master certified having gone through the process of devising a shot shaping test that I was party to, we all talk on levels terms when it comes to Trackman data which also I believe actually helps me make better decisions for them at a higher level especially for equipment purchases. One key Trackman use that I have always done on myself is a distance check; I hit five shots with every club in my bag so that I can then understand the average carry and total distance for each club based on my current swing tendencies at any given point in time. I use these distances in conjunction with a range finder to optimise my play out on the golf course. Every time I have executed this distance check it has been completed in our Indoor teaching academy. I have always found that my distances gathered inside relate extremely well outside to the point now where I feel I can play almost any course blind as long as I have my distances, range finder and a good course layout book. What I have realised through my own experience is that if I find the distance check useful then I am sure our customers would too. This led me to these questions that I know we could easily answer with a Trackman.

- How many people genuinely know how far they hit each of their clubs?
- How much better would people play out on the golf course if they were armed with this information?

Going back to my own distance check data I also realised that there is other data displayed that is extremely useful for my coaches. The dispersion pattern for each club is shown clearly showing the accuracy for each club and we can also extrapolate the gapping between each club based on the data for each club hit. I now started to understand how powerful a distance check could be in its basic form, we can provide a very non-threatening service to potential customers allowing them to feel and experience what a Trackman session is like on their own terms but we have this extra information we can use to then explain to them other aspects of their game. For example we could explain that looking at their dispersion patterns we feel there could be a swing or club issue that we could investigate, the data clearly backs up our comments. If we see distances very close together we could explain possibly the loft on a particular club might need checking. If we extrapolate the gapping information we could comment on possible issues with wedge or club gapping. All of these comments would be based on factual information we have gathered during a distance check. For me it was clear that we needed to create a new service utilising the Trackman for checking a players distances with each club in their bag, give that customer the information in an easy to read format but also provide a review of the distance check based on the factual information we have gathered. As long as we spoke with wording such as “we see there is an issue between your 7 and 8 iron, we offer a loft and lie service”, “we see your dispersion patterns are all left, during the check I noticed a few issues, here are our lesson prices if you would like us to fix it”, allow the customer the freedom to make up their own mind about if they would like us to fix the issue.

To answer my first two questions I needed data so I gathered some willing clients. Also after the advent of the Test Centre in the latest release of TPS software I now had a tool that allowed me to test my theory that very few people actually know how far they hit their clubs. We created the KDV Sport AOG 5 shot test which is one shot only at 60m, 90m, 125, 150m and a drive. This means the player has no chance to get used to the distance and as the test is based on carry it served as the ideal tool for this data gathering exercise.

The protocol set was:

#### **INDOORS WITH PRO V1 BALLS**

- 1) Once the player is warmed up conduct the AOG 5 shot test.
- 2) The player then completes the distance check for full shots and wedge shots (different grip positions) hitting 3 shots for each. Only shanks, duck hooks or double spins were rejected so an objective and realistic understanding of the player’s distances could be recorded. The player started from their most lofted club moving through their set to driver.

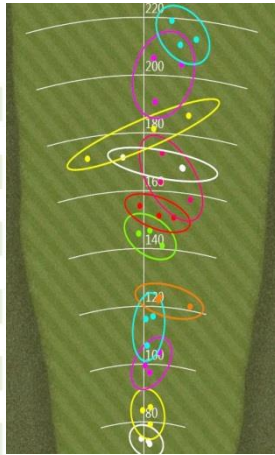
- 3) The player then completed the AOG 5 shot test again with no warm up and used their new distance information as the sole means to select the club to use for each distance.
- 4) They key to the wedge averages: Mid means gripped in the centre of the grip (full swing) just club or loft is gripped at the start of the grip near the shaft (full swing).  
**The wedge distances were used only for the purposes of this test**

## Player Data

### Student 1 (Mid handicap)

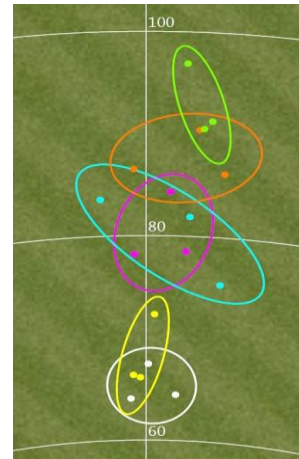
#### Averages

	CARRY m	TOTAL m
Driver	192.1	214.5
3w	179.0	200.3
3h	166.8	180.3
4i	150.8	169.6
5i	152.0	164.8
6i	143.0	152.5
7i	136.2	144.2
8i	118.3	122.4
9i	108.6	112.9
Pw	98.5	100.3
54	81.5	82.8
58°	72.6	73.4

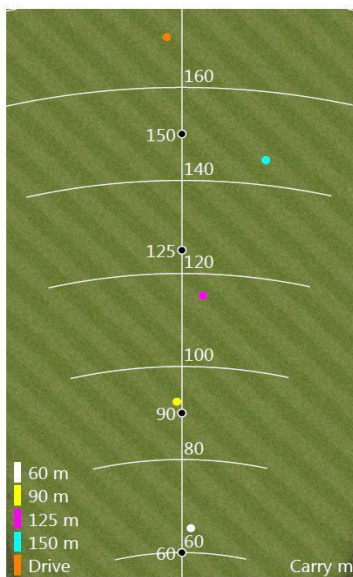


#### Averages

	CARRY m	TOTAL m
Pw Mid	88.1	92.9
Pw	81.4	87.7
54 mid	77.5	80.3
54	76.4	80.3
58° mid	66.3	68.3
58°	60.7	65.3

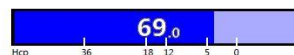


#### Test Before



#### KDV Sport AOG 5 Shot Test

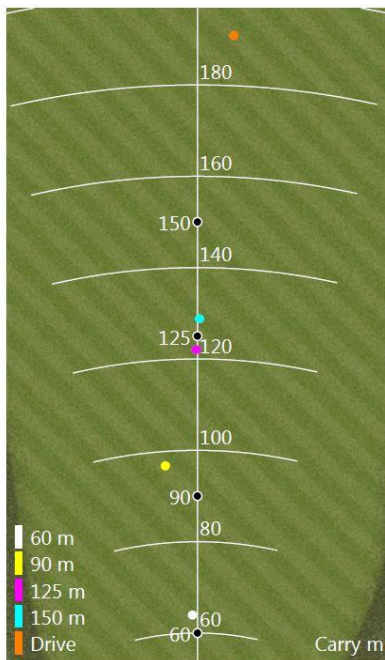
#### TOTAL SCORE



- 1 shot at 60 m
- 1 shot at 90 m
- 1 shot at 125 m
- 1 shot at 150 m
- 1 drive

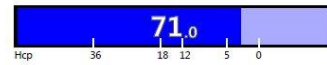
TARGET	SCORE	FROM PIN m	CARRY m	TOTAL m	SHOTS
60 m	66	5.6	65.3	---	1
90 m	93	2.6	92.4	---	1
125 m	70	10.6	115.3	---	1
150 m	55	17.9	145.4	---	1
Drive	61	---	170.8	180.4	1

## Test After



### KDV Sport AOG 5 Shot Test

### TOTAL SCORE



- 1 shot at 60 m
- 1 shot at 90 m
- 1 shot at 125 m
- 1 shot at 150 m
- 1 drive

TARGET	SCORE	FROM PIN m	CARRY m	TOTAL m	SHOTS
60 m	77	4.1	64.0	---	1
90 m	61	9.6	96.9	---	1
125 m	95	3.0	122.0	---	1
150 m	46	21.2	128.8	---	1
Drive	76	---	191.0	220.6	1

## Student 2 (mid handicap)

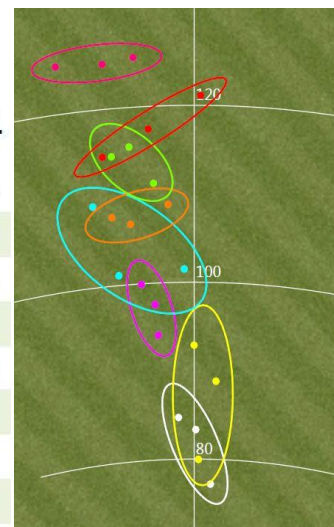
### Averages

	CARRY m	TOTAL m
Driver	207.8	228.0
3w	198.4	226.2
3h	198.0	219.5
4i	162.9	183.9
5i	166.4	181.7
6i	167.2	176.7
7i	155.1	160.9
8i	137.0	142.8
9i	136.4	140.0
Pw	125.4	126.4
52°	107.9	109.7
56°	95.8	96.3
60°	90.6	90.5



### Averages

	CARRY m	TOTAL m
Pw Mid	123.7	125.4
Pw	113.5	117.7
52° Mid	112.7	113.8
52°	105.0	107.8
56° mid	103.2	103.9
56°	95.4	97.2
60° mid	87.5	87.2
60°	80.8	81.7

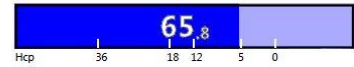


### Test Before



### KDV Sport AOG 5 Shot Test

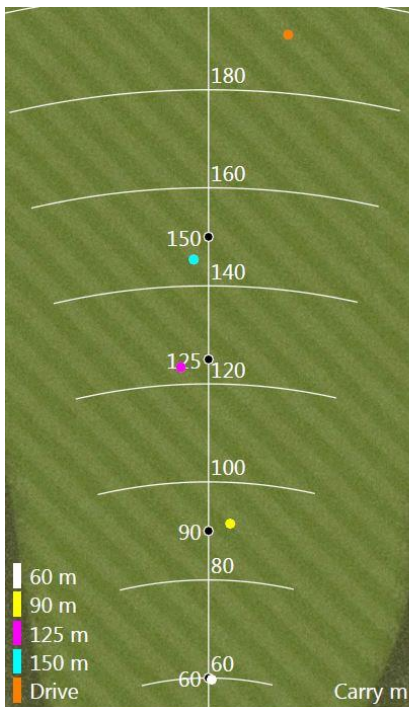
### TOTAL SCORE



- 1 shot at 60 m
- 1 shot at 90 m
- 1 shot at 125 m
- 1 shot at 150 m
- 1 drive

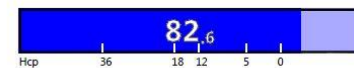
TARGET	SCORE	FROM PIN m	CARRY m	TOTAL m	SHOTS
60 m	35	10.1	69.0	---	1
90 m	79	5.6	95.5	---	1
125 m	92	3.8	122.3	---	1
150 m	50	19.9	139.4	---	1
Drive	73	---	228.1	251.6	1

### Test After



### KDV Sport AOG 5 Shot Test

### TOTAL SCORE



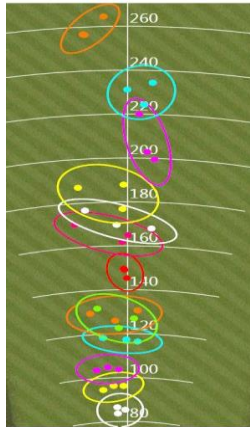
- 1 shot at 60 m
- 1 shot at 90 m
- 1 shot at 125 m
- 1 shot at 150 m
- 1 drive

TARGET	SCORE	FROM PIN m	CARRY m	TOTAL m	SHOTS
60 m	100	0.7	59.7	---	1
90 m	83	4.7	91.6	---	1
125 m	86	5.8	123.5	---	1
150 m	90	5.5	145.4	---	1
Drive	54	---	191.9	197.2	1

## Student 3 (low handicap)

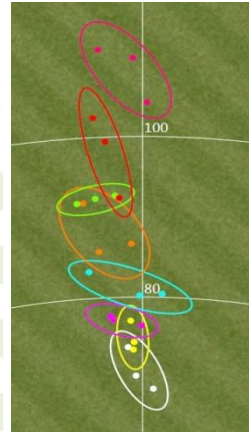
### Averages

	CARRY m	TOTAL m
Driver	231.7	259.2
3w	206.5	230.0
2h	195.1	207.5
4i	173.0	183.9
5i	163.0	171.4
6i	157.7	165.7
7i	143.7	148.0
8i	125.0	127.1
9i	126.2	128.7
Pw	116.5	117.3
52°	103.5	104.1
56°	95.7	95.7
60°	85.2	85.2

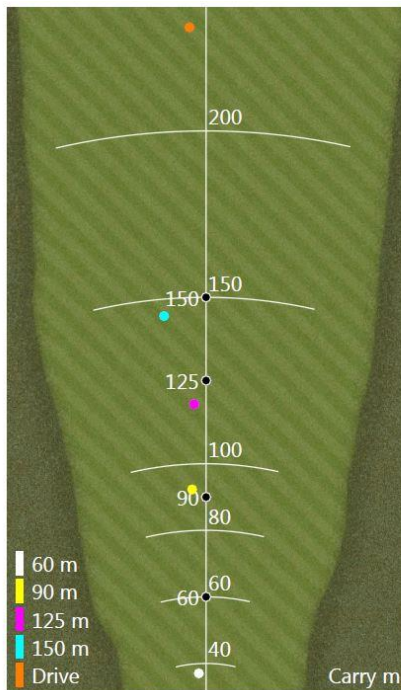


### Averages

	CARRY m	TOTAL m
Pw Mid	104.2	108.3
Pw	94.9	98.1
52° Mid	88.7	92.3
52°	83.2	88.1
Sw mid	77.7	81.3
Sw	73.0	77.1
Lw mid	71.4	75.0
Lw	67.3	70.9

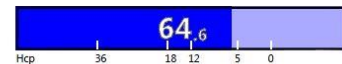


### Test Before



### KDV Sport AOG 5 Shot Test

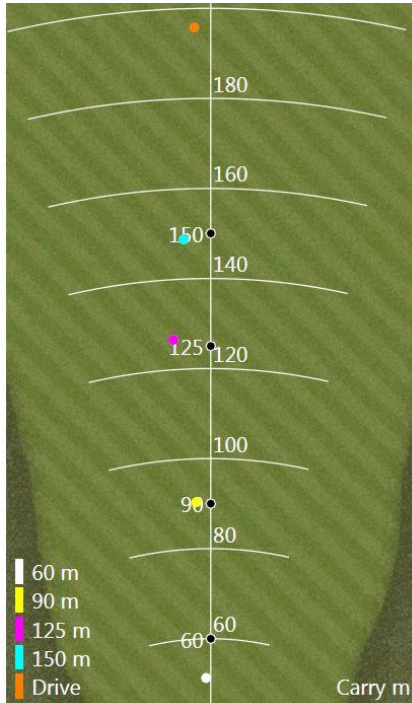
### TOTAL SCORE



- 1 shot at 60 m
- 1 shot at 90 m
- 1 shot at 125 m
- 1 shot at 150 m
- 1 drive

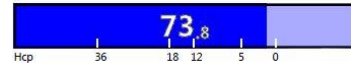
TARGET	SCORE	FROM PIN m	CARRY m	TOTAL m	SHOTS
60 m	0	23.1	37.1	---	1
90 m	83	4.8	92.4	---	1
125 m	78	8.0	117.9	---	1
150 m	67	13.8	144.9	---	1
Drive	95	---	231.2	255.6	1

## Test After



### KDV Sport AOG 5 Shot Test

### TOTAL SCORE



- 1 shot at 60 m
- 1 shot at 90 m
- 1 shot at 125 m
- 1 shot at 150 m
- 1 drive

TARGET	SCORE	FROM PIN m	CARRY m	TOTAL m	SHOTS
60 m	44	8.8	51.3	---	1
90 m	90	3.2	90.4	---	1
125 m	77	8.4	126.6	---	1
150 m	88	6.2	148.8	---	1
Drive	70	---	195.8	198.8	1

## Student 4 (Touring professional – recovering from long term ankle surgery)

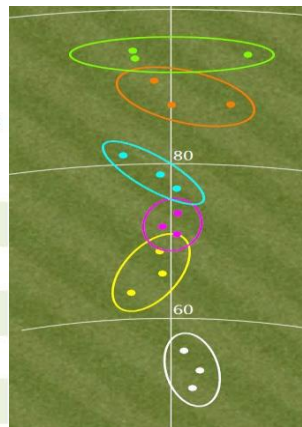
### Averages

	CARRY m	TOTAL m
Driver	243.8	261.5
3w	228.0	248.8
2h	214.7	226.2
3i	196.9	207.8
4i	184.4	195.6
5i	172.8	180.1
6i	159.7	166.2
7i	154.7	158.4
8i	139.9	141.0
9i	131.7	133.5
Pw	118.6	120.4
52°	98.4	98.0
58°	70.0	70.7



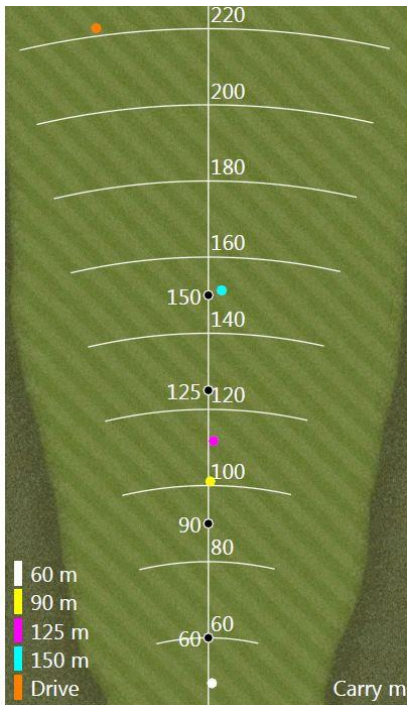
### Averages

	CARRY m	TOTAL m
Pw Mid	88.1	94.3
Pw	81.1	88.7
52° Mid	73.5	78.9
52°	66.0	72.1
58° mid	62.7	66.0
58°	47.5	53.4



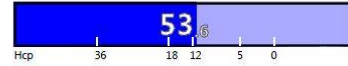


## Test Before



## KDV Sport AOG 5 Shot Test

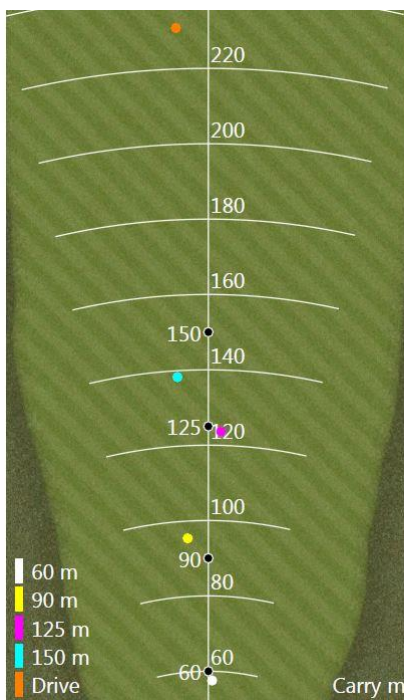
## TOTAL SCORE



1 shot at 60 m  
1 shot at 90 m  
1 shot at 125 m  
1 shot at 150 m  
1 drive

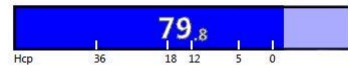
TARGET	SCORE	FROM PIN m	CARRY m	TOTAL m	SHOTS
60 m	22	12.0	48.1	---	1
90 m	54	11.1	101.1	---	1
125 m	60	13.4	111.7	---	1
150 m	95	3.7	151.3	---	1
Drive	37	---	222.1	229.6	1

## Test After



## KDV Sport AOG 5 Shot Test

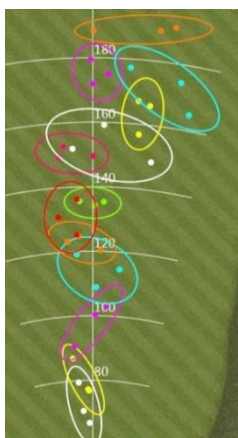
## TOTAL SCORE



1 shot at 60 m  
1 shot at 90 m  
1 shot at 125 m  
1 shot at 150 m  
1 drive

TARGET	SCORE	FROM PIN m	CARRY m	TOTAL m	SHOTS
60 m	87	2.7	57.6	---	1
90 m	70	7.6	95.4	---	1
125 m	93	3.6	123.6	---	1
150 m	65	14.5	138.3	---	1
Drive	84	---	230.9	239.2	1

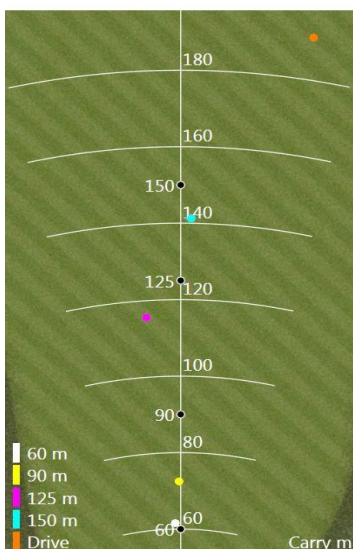
## Student 5 (mid-low handicap player – no wedge distances due to bad back)



### Averages

	CARRY m	TOTAL m
<b>Driver</b>	189.7	203.5
<b>3w</b>	172.2	185.7
<b>5w</b>	175.5	193.7
<b>2h</b>	163.3	175.2
<b>4i</b>	153.3	166.5
<b>5i</b>	150.5	161.8
<b>6i</b>	130.8	140.3
<b>7i</b>	135.1	142.1
<b>8i</b>	122.8	127.9
<b>9i</b>	114.2	118.6
<b>Pw</b>	98.0	102.5
<b>56°</b>	80.3	86.1
<b>60°</b>	72.3	75.5

### Test Before



### KDV Sport AOG 5 Shot Test

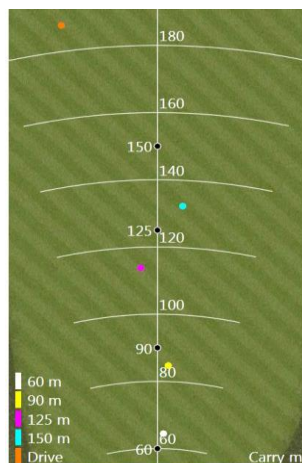
### TOTAL SCORE



- 1 shot at 60 m
- 1 shot at 90 m
- 1 shot at 125 m
- 1 shot at 150 m
- 1 drive

TARGET	SCORE	FROM PIN m	CARRY m	TOTAL m	SHOTS
<b>60 m</b>	91	2.0	61.6	---	1
<b>90 m</b>	24	17.5	72.5	---	1
<b>125 m</b>	63	12.6	115.6	---	1
<b>150 m</b>	80	9.1	141.3	---	1
<b>Drive</b>	29	---	191.1	210.9	1

### Test After



### KDV Sport AOG 5 Shot Test

### TOTAL SCORE



- 1 shot at 60 m
- 1 shot at 90 m
- 1 shot at 125 m
- 1 shot at 150 m
- 1 drive

TARGET	SCORE	FROM PIN m	CARRY m	TOTAL m	SHOTS
<b>60 m</b>	72	4.8	64.5	---	1
<b>90 m</b>	77	6.0	84.8	---	1
<b>125 m</b>	65	12.1	113.9	---	1
<b>150 m</b>	52	19.1	132.3	---	1
<b>Drive</b>	33	---	187.7	214.5	1

## Student 6 (low handicap player – did same process as all above students, ongoing study)

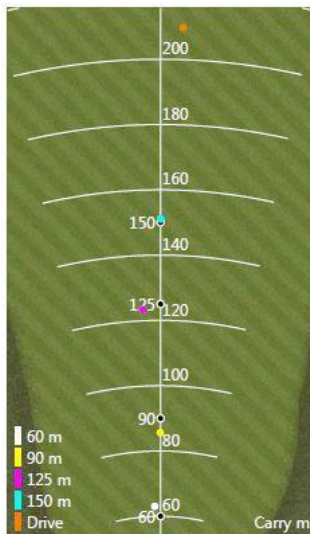
His first ever attempt at the AOG 5 shot test was 72, his best ever score pre distance check was 78.

### Score after distance check – full shots only

#### Test Summary

Liam Anderson | 13 May 2013

01



#### KDV Sport AOG 5 Shot Test

#### TOTAL SCORE

1 shot at 60 m  
1 shot at 90 m  
1 shot at 125 m  
1 shot at 150 m  
1 drive



TARGET	SCORE	FROM PIN m	CARRY m	TOTAL m	SHOTS
60 m	81	3.5	63.1	---	1
90 m	85	4.4	85.6	---	1
125 m	86	5.6	123.4	---	1
150 m	100	1.1	151.1	---	1
Drive	90	---	209.8	246.9	1

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Test Report

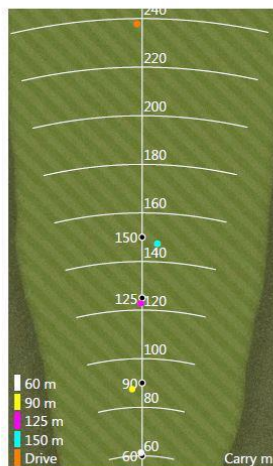
TRACKMAN

### Score after distance check with wedge distances included

#### Test Summary

Liam Anderson | 14 May 2013

01



#### KDV Sport AOG 5 Shot Test

#### TOTAL SCORE

1 shot at 60 m  
1 shot at 90 m  
1 shot at 125 m  
1 shot at 150 m  
1 drive



TARGET	SCORE	FROM PIN m	CARRY m	TOTAL m	SHOTS
60 m	95	1.4	61.3	---	1
90 m	83	4.8	87.6	---	1
125 m	97	2.3	122.7	---	1
150 m	86	6.8	147.4	---	1
Drive	97	---	237.9	254.1	1

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Test Report

TRACKMAN

## **Results and Analysis**

All of the students that conducted the distance check and AOG 5 shot test were not charged any money. I followed exactly the same process with all students, laminated their carry and total distance results for ease of use and portability and also provided the post distance check analysis based on the information presented to me. The overriding result was clearly evident in that the students had only a vague idea of how far they hit their clubs based on information without any foundation. All students made the same comment in that they were surprised by the distances they were achieving, they believed they hit the ball a lot further than was actually the case. All students also said that once they attempted the test for a second time and were armed with the distance data they felt more confident in executing the required shot and with more attempts all said they could definitely improve their score further.

### **Student 1**

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- Identified that there could be an issue with the loft on his 4iron (the student hit subsequent 4 irons to verify this), suggested a loft and lie check.
- Student produced a poor swing on attempt two of AOG 5 shot test and actually hit the wrong club then intended at the 90m distance.
- Student completed a loft and lie check for his full set and we identified his 4 iron was actually weak in loft.

### **Student 2**

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- Identified several possible issues. Noted that there was a big gap between 8 and 7 iron and the 6,5 and 4 were too closely spaced and maybe replace his 3 hybrid with a more lofted club to close the gap to his 4 iron. Also all shots were going left, this could be a swing issue or an equipment issue. Suggested a loft and lie check and also a static fit check to ensure clubs fitted correctly.
- Even with possible issues student saw an instant and huge improvement in score. He admitted that he thought he knew how far he hit his clubs but it was clear for him that he was actually very far off from the truth.
- Student completed a loft and lie check and a static fit, 90% of his set was out from standard lofts, as he has forged clubs we told him to get this check done once every 6 months because they can move. The static fit proved to be fine and it was confirmed it was a swing issue. He will be having regular lessons in the near future with us.

### **Student 3**

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- Is a regular client of the Academy but is the first time he has had this variant of distance check done.
- The consistency of his dispersion pattern is evident to his ability as a player.
- I instantly said to him at his level of play his actual understanding of what he believes are his distances and the actual data is too far removed and that he needs to play using his distance

chart in combination with a quality range finder where possible and allowed. He bought a range finder.

- 3 weeks after this test he won a well established and long running junior event with a score of -4 (68) and told me he attributes that score to having quality distance information at his finger tips primarily.

#### **Student 4**

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- A regular client of the Academy.
- He has been recovering from long term ankle surgery and will be out on tour again in August.
- We will be club fitting him for the entire Titleist club line up for woods, irons and wedges using our extensive fitting bag, a Trackman 3e and our clubfitting expert.
- He is very keen for us to be extremely detailed with his set make up including wedges to ensure we achieve optimum gapping between clubs.

#### **Student 5**

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- During the check he had a swing that he was able to repeat very easily which meant I was confident in telling him I thought there were two obvious issues. Something was not correct with the gap with his 5 and 4 iron. Also from his 2 hybrid onwards his shots were consistently right, maybe an issue with the shafts in these clubs (they were same brand and flex)
- Suggested a loft and lie check for the issue with 5 and 4 iron and a club fit for his woods to see what shaft would suit him better.
- He completed both, his 5 iron was strong and his 4 iron weak which also fixed the gap between his 5 and 6 iron.
- During his club fit (on Trackman at one of our demo days) it was quickly determined his shafts were not suitable (weak). Using a stronger and better suited shaft for each club separately we were able to tighten up his wood/hybrid dispersion and provide him better gapping as well. Our demo equipment is Titleist only, he loved the clubs so much he will purchase a hybrid, 2 woods and a driver from us in the near future (once he has gathered funds). He is a regular driving range customer, we know he will make the purchase when he is ready.

#### **Student 6**

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- This student is probably the greatest example of what happens when you arm someone with factual information about their distances and they understand the information relative to their own game. Since these tests he has developed such a detailed understanding about distance control (with his current set) that he has realised if he uses the clubs leverage (changing grip position) to control his distances he is far more consistent than changing his length of swing for his particular game and the way he plays. I have spent time with him out on the golf course and placed him in extremely awkward positions in terms of how far left to the pin where I know and understand he can't hit a standard shot based on his distance chart. He has learnt already that it is better to go down the grip on say a 7 iron and hit his same swing then blast an 8 iron, now when he misses the green it is usually because the shot has gone left or right not long or short, his consistency in his distance control has become

outstanding in a very short time. He also understands how to use the loft on his clubs to control the trajectory of his ball flight based off different grip positions.

His experience in his own words:

*“Having a range finder and the Trackman distance check has not only improved my game it has made me more consistent and made me very confident. Before all of this I was not confident standing behind the ball with a wedge in my hand but now I am and I can trust its going to go that distance. It has also helped me to understand how to control my irons when wind becomes a factor eg 145 meters out hitting a mid (grip position) 7 iron to keep it under the wind. Also by having the check done inside when I am playing outside the distances are spot on and I have total trust now with my distance check information. I wasn't too sure about if there would be a difference between inside and outside but Jeremy assured me inside will work outside and he was 100% correct. I believe I am playing my best golf ever and cant wait to see what I can achieve in the summer season”*

- This student will be club fit very soon by us for an entire set of clubs. We will then complete a new distance check on him once he feels he is used to his new clubs. I honestly believe that once he is comfortable with his new set, once he gains the same understanding with distance control that he does with his current set he will produce an 85+ score on the combine score outside.
- His scores in competition do relate to his new found confidence since the distance check, he recently came second in his Club Championships, he qualified for a highly respected junior Team, he has posted very good scores in recent competition events in appalling weather conditions as well as easily being our highest scorer in our AOG 5 shot test.

## Conclusion

We have offered a distance check service at my Academy almost since we opened more than a year ago (this has been on my instance), we have refined the service to attract a wider audience but it had little impact in terms of providing an entry level experience for what a Trackman can do. I have always believed it's a great way to introduce prospective clients to my business as I know the general public are still very uneducated and wary with radar technology. Our customers understand the importance of why they need to know their distances out on the golf course but they don't understand why it is a key contributor to consistently better scoring. The change occurred when the distance check became a service offering. Whilst still providing the basic information of carry and total once we incorporated the free appraisal on the data we collected the customer felt immediately comfortable to listen as all dialogue was based only on the factual information. Also by having a before and after snapshot for the customer (AOG 5 shot test as example) to relate it provides the proof to how they can improve. All customers who took part in this trial study have also gone on to use a range finder (where allowed) out on the golf course, all have said they have seen a distinct improvement in how they are playing, once they have the distance (range finder) and use their distance chart to select the club to execute, their consistency is greatly improved. I fully expect all of these players to improve their handicaps and quickly. There is no question in my mind that the distance check as a service tool has given me the business owner that pathway to attract the widest

audience possible to my facility for new customers that are not too sure about what radar technology is and what it can do for their game. The already educated customers come to us because of our reputation as Trackman experts.

## **Factual information**

- The Return on investment for my two Trackman 3 radar units has been within one year of purchase based on lesson and club fit income. This was achieved from an absolute zero starting point.
- All Academy personal achieved Trackman University Level 2 professional status from a zero starting point in 3 months.
- 2 Academy personel continued onto University Master Certification within 7 months from a zero starting point.
- We have a conversion rate of 98% from club fit into club purchase, we use Trackman in all of our club fits.
- 86% of all club fits have come from private lessons where Trackman is extensively used.
- 92% of all direct club fits (a customers first encounter with us) have gone on to purchasing private lessons.
- Our current distance check service is charged at 60% price of a lesson . We take 3 full shots with each club and only exclude double spins, shanks or duck hooks – no detailed wedge distances. All distance checks are conducted in our Indoor Academy as this provides a controlled environment, balls used are Pro V1's. The service takes approximately 30-45min to complete depending on the client. We provide the client with a laminated print out of their carry and total distances, an appraisal of their data only ever making factual comments. This is how we can differantiate a distance check from a lesson and the price difference (private 1 hour lessons). We provide the customer with honest, unbiased feedback, an opportunity to resolve any issues we see by explaining the services we offer and allow the customer to make an informed descision if they would like come back and see us to resolve any issues through one of the services we offer being club repairs, loft and lie checks, club fits or lessons. **WE ALWAYS SIGN THE CUSTOMER UPTO MYTRACKMAN.COM if they are a new customer.**
- We are going to create a package based on a range finder purchase and a distance check as the two clearly relate to each other.
- The distance check is a service and not a lesson but is performed by Trackman certified PGA professionals, none PGA professionals must have Master Certification.
- Since introducing the distance check as a service with the free data appraisal 95% of customers have gone onto to purchase either a loft and lie check or private lessons. So far 100% of customers who purchased the loft and lie check have then gone on to purchase private lessons.
- The overriding reason for errant shot dispersion is technique related.
- Forged clubs represent 95% of our loft and lie checks from a distance check, it would be Impossible for us explain to a customer any issues without completing a distance check or using TPS.

## **Final comment**

The distance check has given my business a tool that allows my staff to showcase our Trackman units in an easy and accesible format for new customers. Once sceptcial or uneducated customers go through the distance check service, we spend the time with them to provide that anlaysis on the data ( its very easy for us to back up our dialogue as it only based on the factual information gleened through from their session), it provides an emidiate pathway for lessons as you can explain to them how their partiular swing fault or club issue once resolved will tighten their dispersion pattern and ultimately make them a more consistant golfer. For our existing customers we hope to provide a distance check to each and every one of them. The reason why I chose Trackman over other similar radars or launch monitors is a simple one, Trackman is regarded by the Industry as the standard for ball flight and club analysis. You have to ask yourself the questions as a buisness owner as to why leading club manufactures use Trackman technology?, its because they need the most accurate data possible. Why are more and more Professional golfers buying their own Trackman units? Owing a Trackman is an investment in your business that will pay for itself sooner then you think if used correctly.

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