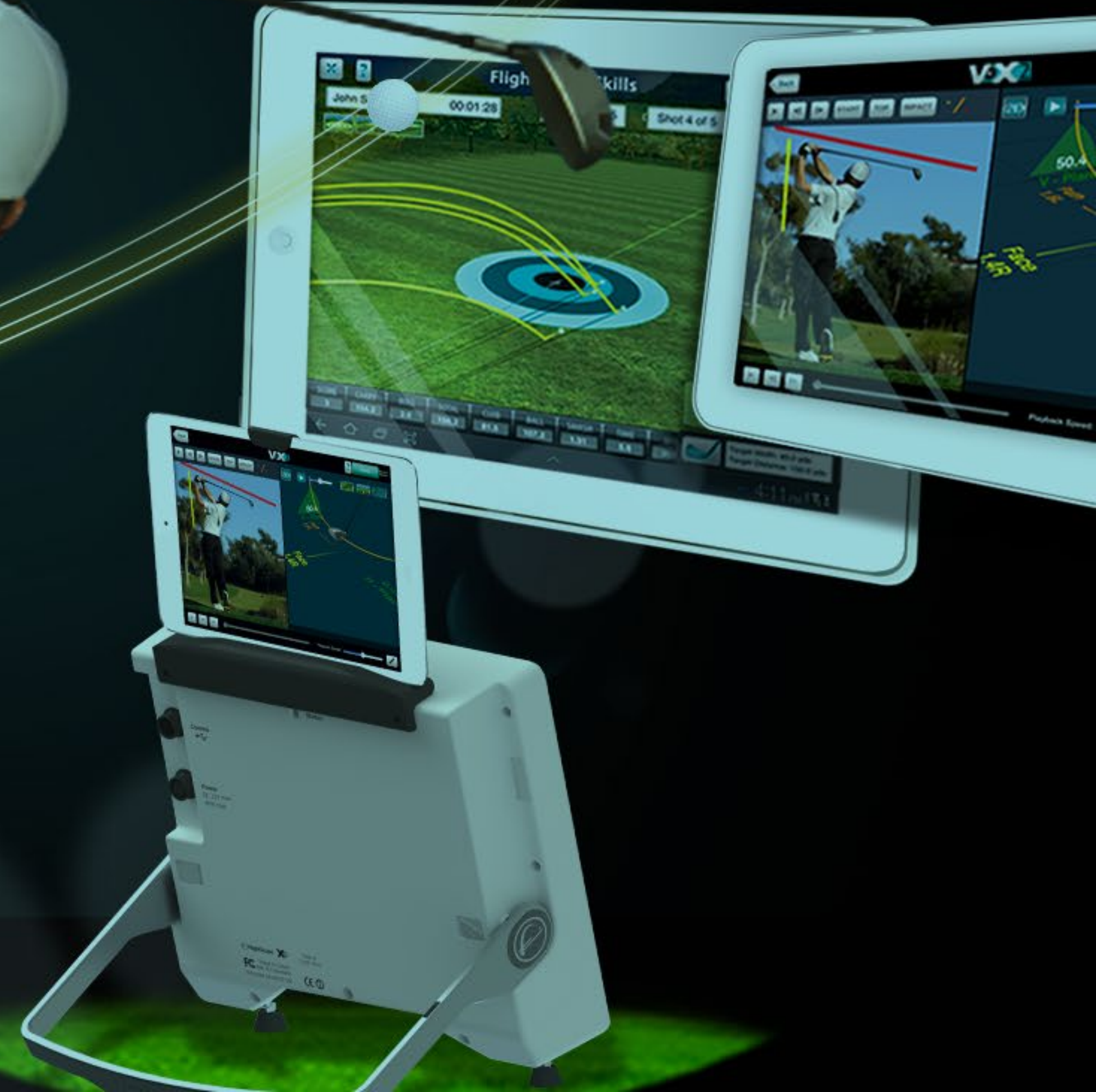




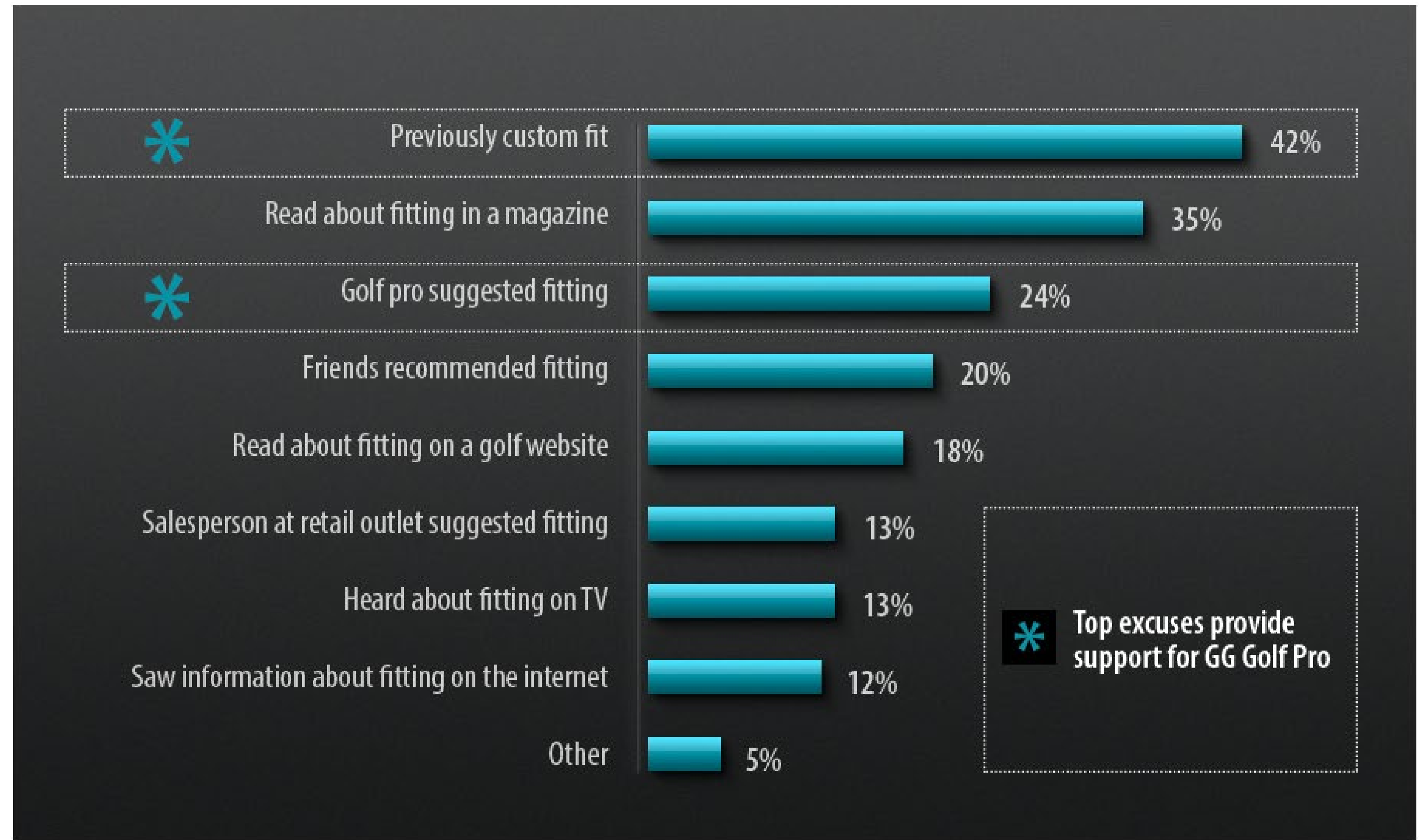
How to Generate Revenue using FlightScope

Michael Neff / Will Miele

June 17th and 18th
FlightScope Academy

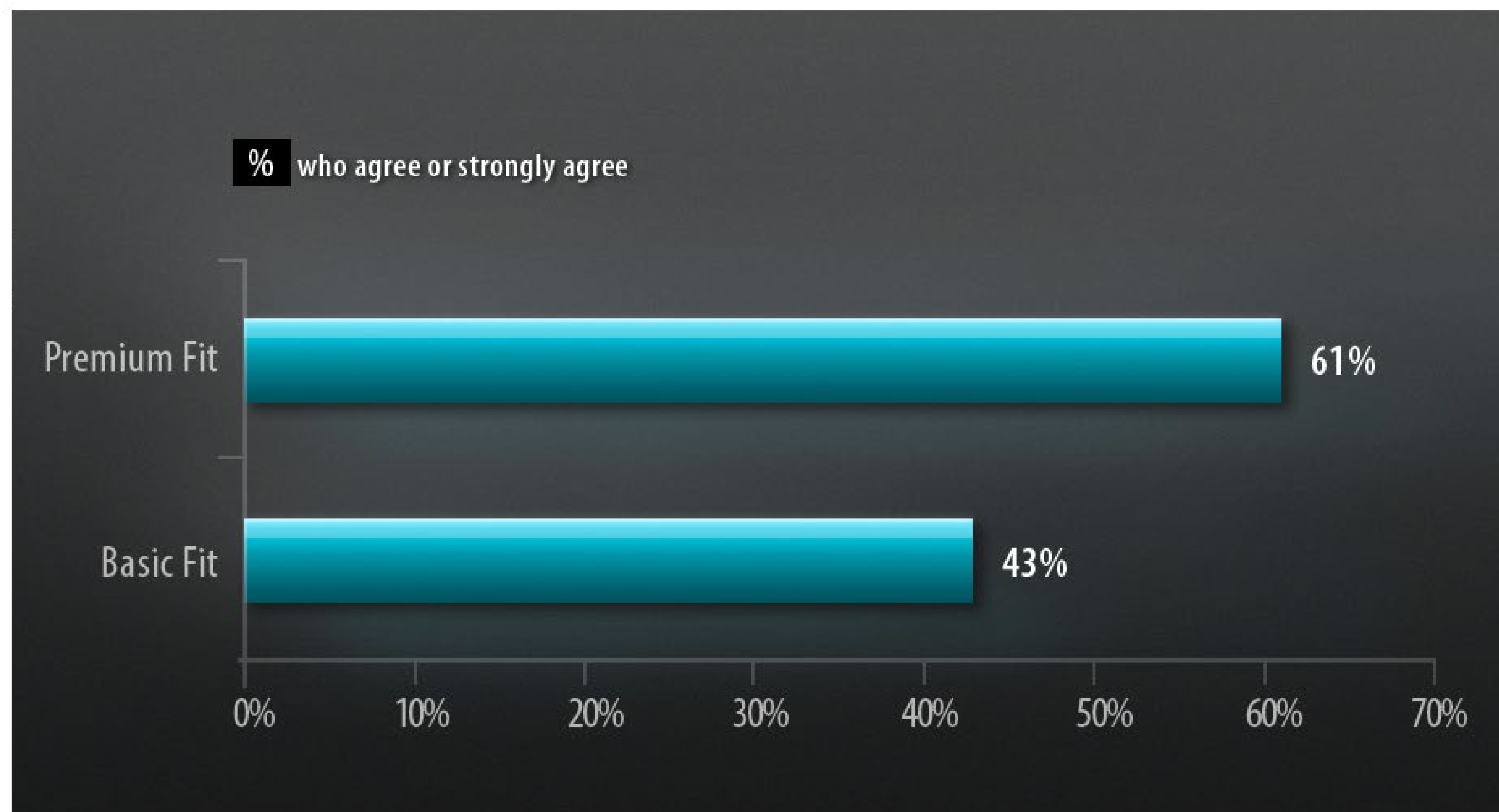


Which of the following reasons describes why you chose to be custom fit for your club(s)?



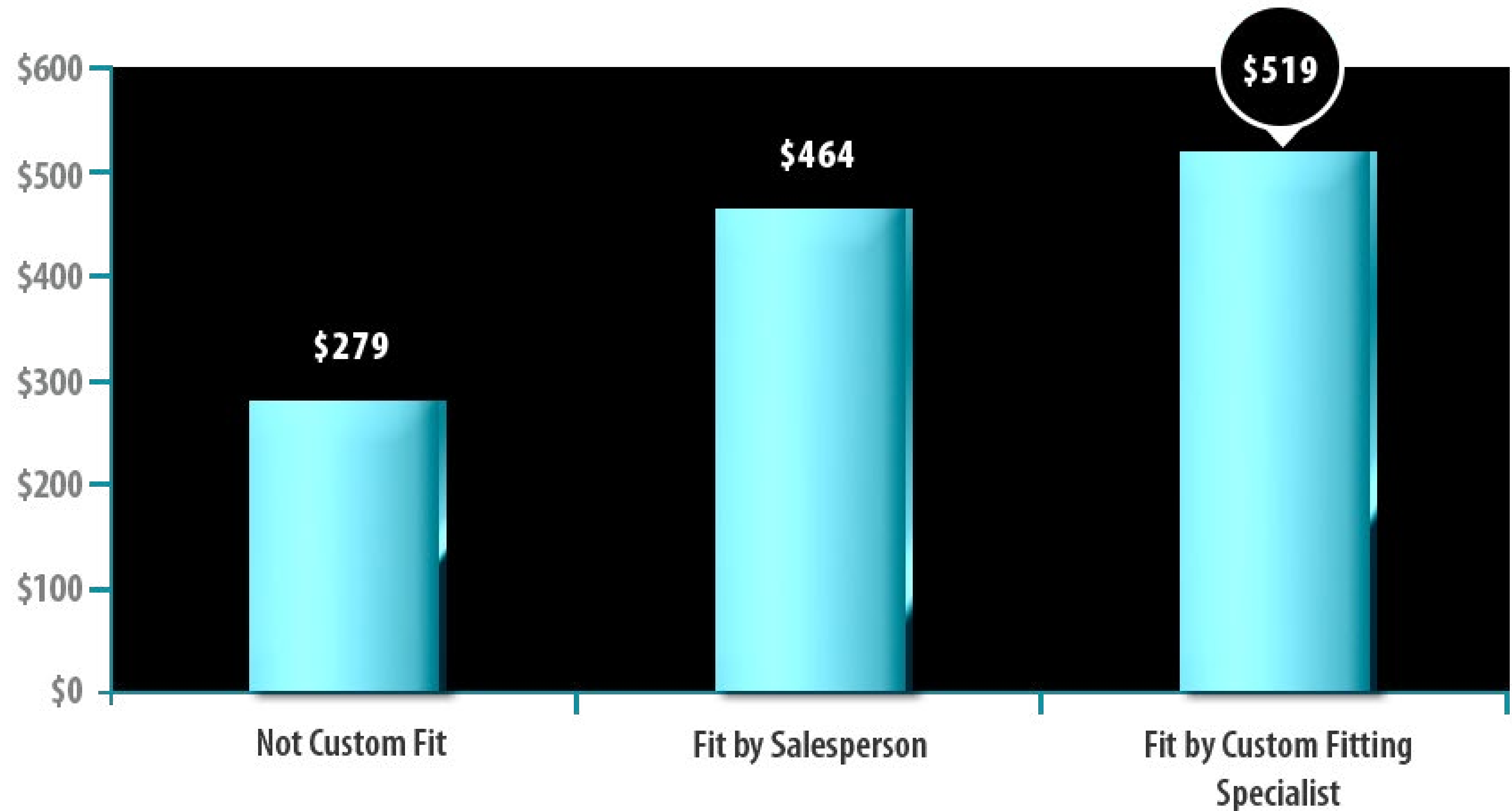
“Getting custom fit helped me decide which equipment to buy faster.”

This exhibit shows that golfers who are custom fit make their equipment purchase decisions more quickly. As expected, these dynamics are strengthened as the quality of the fitting increases, with premium fittings (fitting with a launch monitor) producing more positive results than basic fittings. These statistics give us confidence that equipment sales will materialize as long as fittings are scheduled.



% Those fit by a custom fitting specialist spent 12% more than those fit by a salesperson & 86% more than those who were not fit at all

- ▶ 400 fitting per year or roughly 1.5 per day
- ▶ $\$519 \times 400 = \$207,600$ in equipment sales per year
- ▶ Add 400 fitting \times $\$75$ per fit = $\$30,000$
- ▶ Total of $\$237,600$ for an investment of $\$6,000$



Generating Revenue

Teaching:

Increase lesson revenue

- ▶ Increase lesson fees
- ▶ Marketing facility – point of differentiation
- ▶ Extend your season - E6 simulation software to teach course management

Fitting:

Increase golf equipment sales

- ▶ Club fitting
- ▶ Equipment consultation
- ▶ Ball fitting as a service to members on course fittings as a premium service
- ▶ Gapping



FlightScope Branded Academy

- ▶ Keep track of data with online storage system
- ▶ Identify weaknesses in your students game through skills and combine
- ▶ Keep connected to students = view practice sessions and make recommendations
- ▶ Create a relevant practice program for your students with the use of the Xi to help them achieve their goals quicker and more effectively
- ▶ Become a more effective teacher by spending more time analyzing real quantitative data
- ▶ Create competitive communities where results and data can be viewed and shared amongst their teammates online

Adding FlightScope Xi

Demo Days

- ▶ Purchase Xi units and use on the range during demo days (increase club sales)
- ▶ Enhance customer experience, collect data, more requests for lessons & fitting

Rent to Students

- ▶ Purchase Xi units and rent out to students for data capturing, self monitoring and personal practice

Sell to Students (Reseller)

- ▶ Sell Xi units to students and earn commission by becoming a FlightScope Xi reseller



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Thank You

