



# BUSINESS PERFORMANCE REPORT FOR COHASSE COUNTRY CLUB

Performance Item	Score	Researcher notes	Explanation
Do you appeal directly to your Target Customer Group? Do you mention who you are suitable for?	10%	I want to see an explicit mention of who the Club appeals to primarily (Target Customer Groups). The competitive golfer? Relaxed golfer? Classy member? Building rapport, which this does, eases marketing.	<i>By appealing directly to your Target Customers you do two things. You gain an edge over broad-brushed competitors. You also build rapport with the customer who meets the person you are looking for.</i>
How well defined are your products and services? Are they too broad? Too narrow?	50%	I think that weddings and banquet events should be expanded to include different types of events, each with its own page. As well should be added a calendar of social events for members (and possibly public).	<i>Our strategy Your Products and Services are Defined will increase profits by first analyzing your industry and then positioning you uniquely among your competitors.</i>
How effective is your Profile Statement? Does it describe management and company history?	100%	The Profile Statement is contained on the Home Page. I prefer a separate page for this, with the Home Page being the introduction or overview. The other info I look for (management and unique strengths) is contained on the Membership Info page, which is fine.	
Do you have a well-written set of mission statements?	40%	Mission Statements are tricky for a country club. After all, this isn't Proctor & Gamble. I wouldn't have one. Yet, the Profile Statement should be a lot longer, and describe club history. Belonging to a club is part of a heritage which members pride	<i>Mission Statements create Corporate Presence, resulting in greater revenues. In You Have a Set of Mission Statements we create all 5 of them.</i>
How is your Google ranking, both locally and within your county?	70%	Pretty good. "Worcester County golf clubs" came up empty, but the reasonable "Sturbridge MA golf clubs" listed Cohasse on page 2, the first real page of country clubs.	
If appropriate, do you have an email or newsletter signup?	20%	As discussed above, it's wonderful to see a newsletter page. Yet, there is only one newsletter, which contains almost no information.	<i>Having one allows you to create a marketing database and have the ability to regularly reach your Target Customers, so at the buying moment your name comes to their minds.</i>
How attractive and complete is your website? Does it have a calendar of events, news, and product announcements?	80%	The website is gorgeous and has everything I would want to work off of, except for a blog. I would add a blog for personal items, which also gives you something to advertise later.	
How frequently do you add content to your website?	20%	There's a lot that can be added to convey activity: golf events, social events, menu changes, news, and a blog would keep things rolling. Presently, newsletters (which is nice to see) only has 1 post, and it's not a newsletter. Worse, "coming events" shows "none".	<i>You Have a Website Campaign determines what content is most influential and results in an Editorial Calendar to tell you what to post to your site, and when. This increases your Google ranking and gives you something to advertise.</i>
How persuasive are your sales scripts? Are they cliched? Too salesy? Influential?	100%	You write well. Your scripts are conservative, classy and convey a high regard for the course itself. Perfect. The restaurant (which I frequent) also is described well.	
When was your last product announcement? Was there a planned rollout for it?	40%	I'd like to see more news, in particular tournaments, both past and upcoming. I realize this may be posted elsewhere (though I don't think it is), but this is news and belongs there. Doing so will convey activity and as well increase your Corporate Presence.	<i>We like to see a continual product launches, each with a planned rollout for your marketing and sales staff. Our unit You Launch Sales Campaigns does that, including writing sales scripts that should work.</i>
How strong is your presence on LinkedIn, Pinterest, Foursquare or other social media besides Facebook?	50%	Cohasse's on Foursquare, which is great. It needs reviews though. (Smiling, I love Cohasse and should post one next time I am there).	<i>Consumers research your credibility on LinkedIn. Foursquare brings social connection. Your Social Media Campaign Shines determines your best platforms and what to post on them. And all allow you one additional way to advertise</i>
How active are you on Facebook? How appropriate are your posts?	100%	Good job! Good job! Photos, current information, relevant information. This stuff should be on the site, especially for a private club.	

How strong is your Brand Image?	80% Brand image is fine and appropriate to the area. Reserved, functional (to golf), warm...but not too warm. I've eaten there many times, and the décor, while charming, needs more furnishings to warm it up somewhat.	
How substantial is your Corporate Presence? Do you appear the whale, or the tiny minnow in your industry?	100% Your Corporate Presence is fine. I like that it is managed by a BOD, which itself conveys size. As well, having an executive chef (who is superb!).	
Are you on Google Places? Where do you rank?	100% Google places doesn't apply here.	
How are your Yelp reviews? What do they suggest for employee training or better efficiencies?	10% None shown.	<i>We use customer feedback to discern improvement needs. When we find negative reviews, we harness the necessary strategies to prevent them. Your Efficiency is Cutting Edge and Your Customer Service is Exemplary contribute to great reviews.</i>
Do you have a blog? Are the postings tailored to your Target Customers?	10% A blog for a country club would be unique, and while it's important to have a sound policy for posts, mentions by the pro, the wedding staff, the chef, and any other such personable posting would add appeal, I feel. Presently no blog is mentioned.	<i>In our Performance Enhancement Strategy Your Social Media Shines, we'll examine what posts belong on your blog. The result will be a greater draw due to something to advertise,</i>
How are your Angie's List reviews? What do they suggest for employee training or better efficiencies?	100% Not as important.	
What are your Yelp and Angie's List ratings? Are there many of them?	10% It's listed on Yelp.com, but with no information. For wedding planners, having a Yelp listing is mandatory. They want to see how others liked it.	<i>Both the number of reviews as well as the overall rating are a clue to whether your efficiency is where it should be. Our Your Efficiency is Cutting Edge strategy will improve that.</i>
Is your email address a dedicated domain?	100% Yes, you have a dedicated domain.	
How do you compare to your competitors?	100% Pleasant Valley has an approach more suitable to a public course. So, both of you are fine, but appealing to different Target Customer Groups.	
Do you have a downloadable brochure or menu? Do you have one for each area of customer interest?	70% It would be nice to have a download of a brochure available on the site for wedding planners, event planners, and even a calendar of events for golfers.	
How prepared is your business for expansion? Do you have most of your ducks in a row?	80% From my own personal experience, I'd like to see more non-golf events open to the public. Both the deck and restaurant have a lot of appeal and by organizing social events appealing to the young you can both gain recognition and appeal to a group that is not heavily represented in golf demographics.	
How unique are you in your industry?	70% While not specific, your Membership Page describes what you are known for. I might make this more specific, especially since I expect that some of the descriptions of the course are generic. I.e. find your unique strengths and specializations, and tout them.	

**BUSINESS PERFORMANCE SCORE:** 60% This is an **OUTSTANDING** rating for a small business. It shows that you are doing a lot with the various platforms we have available for business presence. This level is a good stepping stone towards further growth, where your business transitions into a larger one, towards your grand vision. At this level we suggest improving operating efficiency to handle more customers, and adjusting business

**RECOMMENDED STRATEGIES:** Your Marketing Plan Excites Everyone  
Your Social Media Campaign Shines  
You Expand Your Business