

# BUSINESS PERFORMANCE REPORT FOR PLEASANT VALLEY GOLF

Performance Item	Score	Researcher notes	Explanation
Do you have a downloadable brochure? How appealing is it?	100%	Terrific! You have a downloadable pdf brochure for weddings and menus. Great.	
How well defined are your products and services? Are they too broad? Too narrow?	90%	Everything that would be expected is here. Thinking out of the box, it would be worthwhile to consider adding a service which other clubs don't offer.	
Do you have a blog? Is it updated regularly? Is it informative and somewhat personal?	20%	A blog would be a good place to highlight events, congratulate tourney winners, wedding parties, and announce new menu offerings.	<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, resulting in higher revenues.</i>
Do you have a set of well-written Mission Statements, Corporate Mantras and Profile Statement appropriate to your industry?	10%	You need a Mission Statement, Social Values statement and an about page on which to put them, as well as on the home page.	<i>In You Have a Set of Mission Statements we create everything you need. The result is higher revenues through greater recognition and Corporate Presence.</i>
How is your Google ranking, both locally and within your county?	100%	Excellent, in a broad search for "Weddings and banquets country clubs Worcester MA county" you are on page 1. Good work.	
If appropriate, do you have an email or newsletter signup?	100%	I assume that members receive a monthly email inviting them to upcoming tourneys or restaurant specials.	
How attractive is your website? Does it have a calendar of events, news, and product announcements?	90%	The website looks fine, although I'd like to see a News & Events tab, or at least have that information on the home page.	
How frequently do you add content to your website?	10%	Nothing was updated recently on this website. It is a stale site. I'll add a blog, calendar of events, and page for special events, one page for each event.	<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?	30%	Much too factual, in particular the appeal to weddings and banquets. Even the members section has a forbidding warning. I will help warm the language up to include emotional appeal.	<i>Our unit You Launch Sales Campaigns will get your sales scripts to current standards, removing cliches, sale jargon, and instead give you what research has been shown to influence.</i>
When was your last product announcement?	10%	I don't see any recent news, events, tournaments. It is a stale site.	<i>We like to see a continuous plan for product launches, and our unit You Launch Sales Campaigns, not only will do that, but also will develop the scripts with which to train your salesforce.</i>
How strong is your presence on LinkedIn, Pinterest, Foursquare or other social media besides Facebook?	10%	You aren't on LinkedIn, Foursquare is very weak, and there is no board on Pinterest. None are dealbreakers, but I would like to see more social media presence here.	<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. This results in higher revenues by reaching more customers.</i>
How active are you on Facebook?	40%	Not bad, but there needs to be more volume, at least one a week. Golf is personal and people are involved with Facebook	<i>Facebook is a fact of life for the consumer-oriented business. Posts need to be made with the timing, content and quality spot on. Our Social Media Campaign does just that.</i>

How strong is your Brand Image?	70%	Brand Image is decent, but a tad institutional. The changes I want to incorporate will breathe more life, particularly social media, which will take you to the next performance level.	
How substantial is your Corporate Presence? Do you appear the whale, or the tiny minnow in your industry?	70%	Corporate Presence is fine. You are sizeable in the eyes of your customers. The photos look great and help accomplish this. More events posted will up your presence.	
Are you on Google Places? Where do you place?	100%	Great! If I search for "Country clubs Sutton, MA" you are prominently displayed with a balloon marker.	
What do your negative (and credible) Yelp reviews suggest for improvement?	30%	With only 2 reviews I want to solicit more reviews for Yelp. This is the #1 place potential customers will look before considering a wedding. And there aren't	<i>We use customer feedback to discern improvement needs. When we find negative reviews, we harness the necessary strategies to</i>
What do your Angie's List <u>reviews</u> suggest?	100%	Angies doesn't apply here.	
What are your Yelp and Angie's List <u>ratings</u> ? Are there many of them?	100%	Angies doesn't apply here.	
Is your email address a dedicated domain?	100%	Yes, you have a dedicated domain for your email.	
How do you compare to your competitors?	50%	I reviewed Blackstone. I like the completeness of information that they offer, perhaps even too much. Their tourney schedule is last year's, which is weak. Weddings lack emotion. In all they are comparable to what you present.	<i>Several of our performance enhancement strategies are designed to improve you competitive advantage. We help define your products, analyze the industry, and put you in the top quartile for</i>
How prepared is your business for expansion? Do you have most of your ducks in a row?	100%	Expansion doesn't apply here.	
How unique are you in your industry?	10%	I like to see something that makes you special compared to the other clubs. It could be the course, the functions, the catering, but something that differentiates you.	<i>Great products and low prices is a recipe for low profits. Much better in the world of competition is to offer something unique, however subtle. Our unit Your Products and Services are Defined will analyze this and then suggest adjustments to your business concept</i>

**BUSINESS PERFORMANCE SCORE:** 57% 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 strategy to

- Your Mission Statements are Impressive
- Your Marketing Plan Excites Everyone
- You Launch Sales Campaigns