

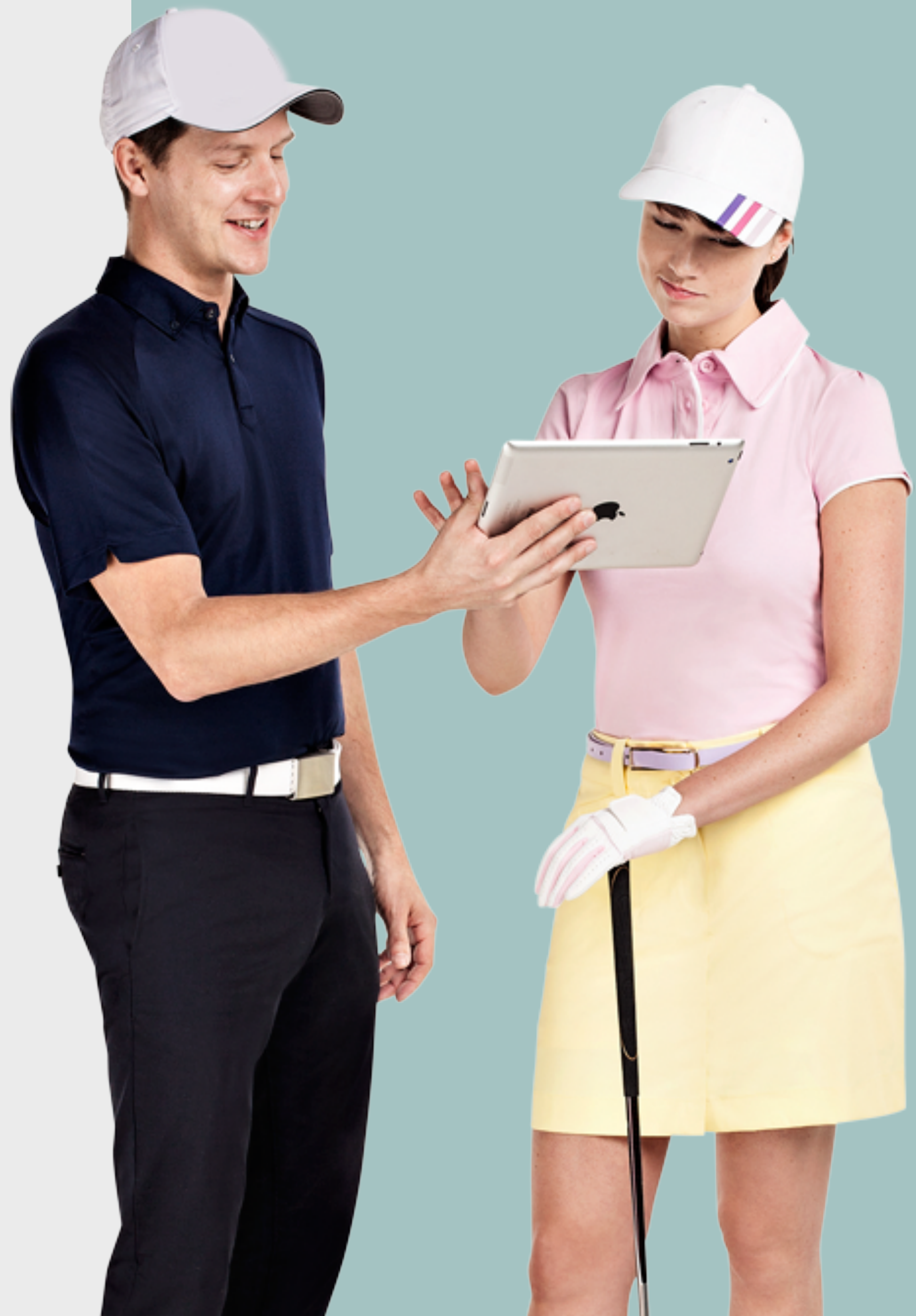
# Private Coaching Plans



**ORBISgolf™**

# Contents

- 3 Overview
- 9 The Coaching Plans
- 17 Delivering an Private Coaching Plan
- 17 Next Steps



# Overview



# What is a Private Coaching Plan?

Private Coaching Plans are a series of lesson package options designed to help students improve their game through private instruction with their chosen coach. Plans are available one a one off or subscription basis with built in goal setting, coaching time and added value group practice facility attendance . The plans prescribed to each student will be based on the goals agreed. Plans include...



## Private Basis

Coaching Plans are delivered on a one to one basis with clients and you will be able to tailor the coaching time of each lesson to the individuals needs.



## Variable Coaching Time

Each of the plans available include a range of coaching time. The coach and student can utilise the time across any area of the game to suit the agreed goals and can be used flexibly from one lesson to the next.



## Range of Expiries

Coaching Plans are delivered across a number of time periods, with the option chosen dependant on the goal agreed by the coach and student.



## Added Value

All Coaching Plans are recommended to include access to weekly practice clubs free of charge. This will help to drive practice time and game development alongside coaching plan lessons.



## Flexible Payment Options

Customers can purchase Coaching Plans under a one off payment upfront, or using a subscription based method offering flexibility to suit the needs and lifestyle of each customer. You also have the flexibility to allow students to split an upfront coaching plan over a number of months.

# Purpose of a Private Coaching Plan

Private Coaching Plans provide a framework for coaches to deliver an exceptional coaching experience to their students. With these programs aligned to the students goals they will engage and inspire students to continue to learn and improve their golf at the club for the long term. Some of main purposes of this program includes...



## Long Term Private Coaching Option

- Private Coaching Plans are designed provide your students with a one to one coaching option which will retain them into your coaching activity at the club for the long term.



## Manage their Journey

- Through the close relationship with your students on Coaching Plans you will be able to closely monitor and direct their coaching journey providing them with all of the opportunities they need to improve and be engaged at your club and coaching business.



## Strong Relationship

- Coaching Plans will allow you to develop a strong social connection with your clients. You will build trust that will foster long term retention and brand loyalty.



## Great Coaching Experience

- The framework provided within a coaching plan will allow you to provide a great experience to each student which will reflect positively on you and the club in which you are based.



## Game Development

- Ultimately through a coaching plan you will be able to develop the students game. The structure of the programs will allow you the time to benchmark and measure the students progress.

# Journey into a Private Coaching Plan

The programs at Phase 2 offer a clear route into Private Programming. Specifically at Phase 2, the Assessment program is designed as an opportunity for new students looking to embark on a goal based journey with the coach over a series of lessons to receive further information before being converted into the right program.

Those students attending Adult Group Coaching Programs and new golfers attending the Learn to Play Golf program should also be encouraged to supplement their attendance and development by engage into private Coaching Plans...



# The Coaching Plans



# The Coaching Plans Categories

Coaching Plans are available across two broad categories, with the exact goal and structure of the programs within each differing. The two categories of Coaching Plans are...



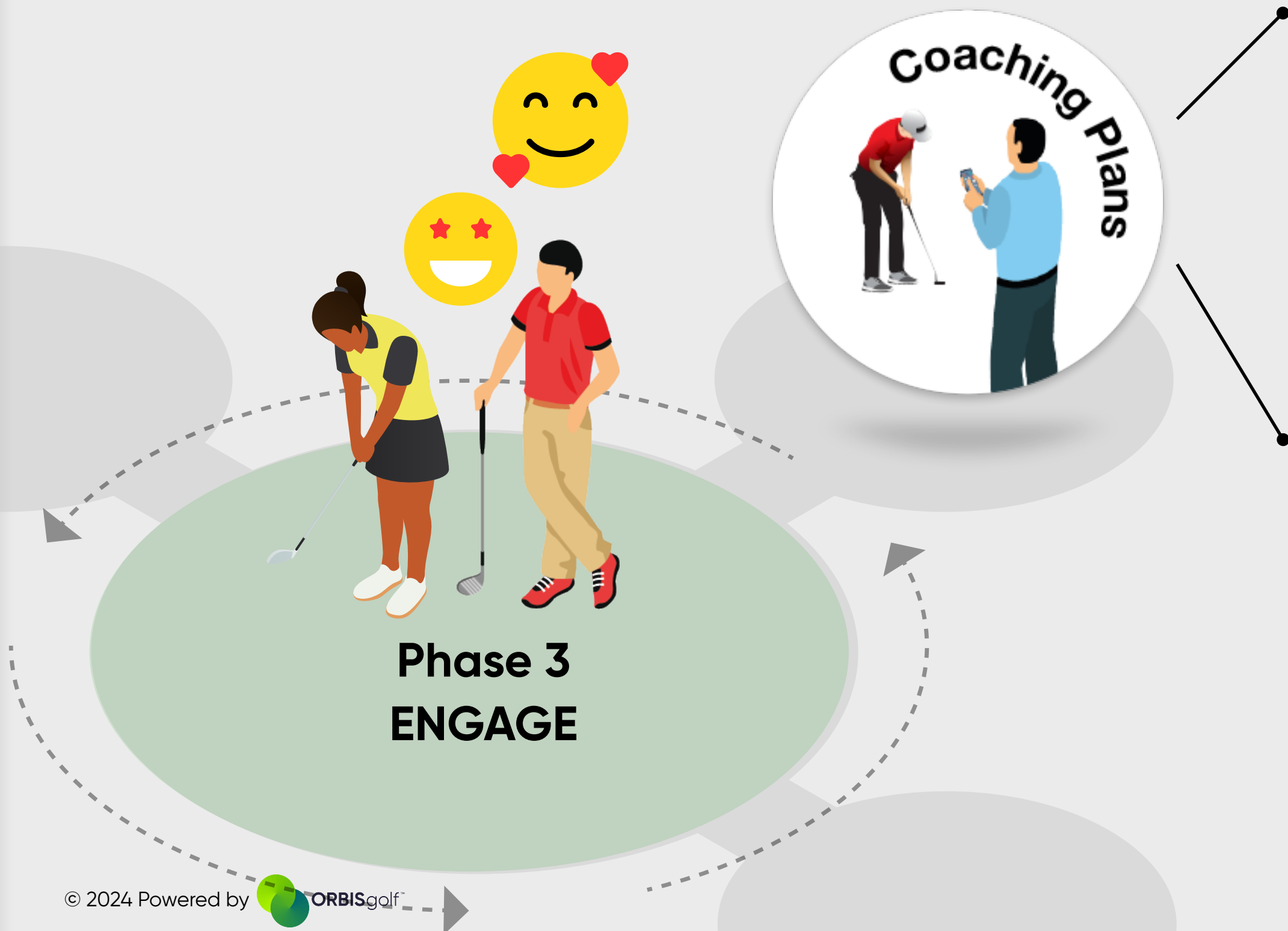
## Upfront Coaching Plans

These plans are available across three options with the amount of coaching time and expiry date varying. The student purchases all lessons upfront with an option for the coach to allow students to split the payment if required.



## Recurring Subscription Coaching Plans

These are targeted towards regular clients and run on a subscription based model. Student sign up for an ongoing or fixed term subscription which includes a number of coaching hours each month with additional added value benefits.





# Upfront Coaching Plans

There are three tiers of upfront Coaching Plans that are available and within these the amount of coaching time varies. Within each tier there are then three different duration options. It will be up to you to direct the student to the most appropriate coaching plan for them and this will be based on the coaching time required and the goal they would like to achieve and importantly when they are aiming to achieve this by...



## Silver

Silver Coaching Plans are available over 3, 6 and 12 month expiries to suit the goals of your students. This coaching plan specifically includes:

- 10-Hours of Private Coaching Time including an Initial 60 Minute Discovery Session
- FREE Weekly 60 Minute Practice Club Access
- Full GLF. Connect access including MyGame+ Challenges, On course Tracking and Full Media Access



## Gold

Gold Coaching Plans are available over 3, 6 and 12 month expiries to suit the goals of your students. This coaching plan specifically includes:

- 20-Hours of Private Coaching Time including an Initial 60 Minute Discovery Session
- FREE Weekly 60 Minute Practice Club Access
- Full GLF. Connect access including MyGame+ Challenges, On course Tracking and Full Media Access



## Bronze

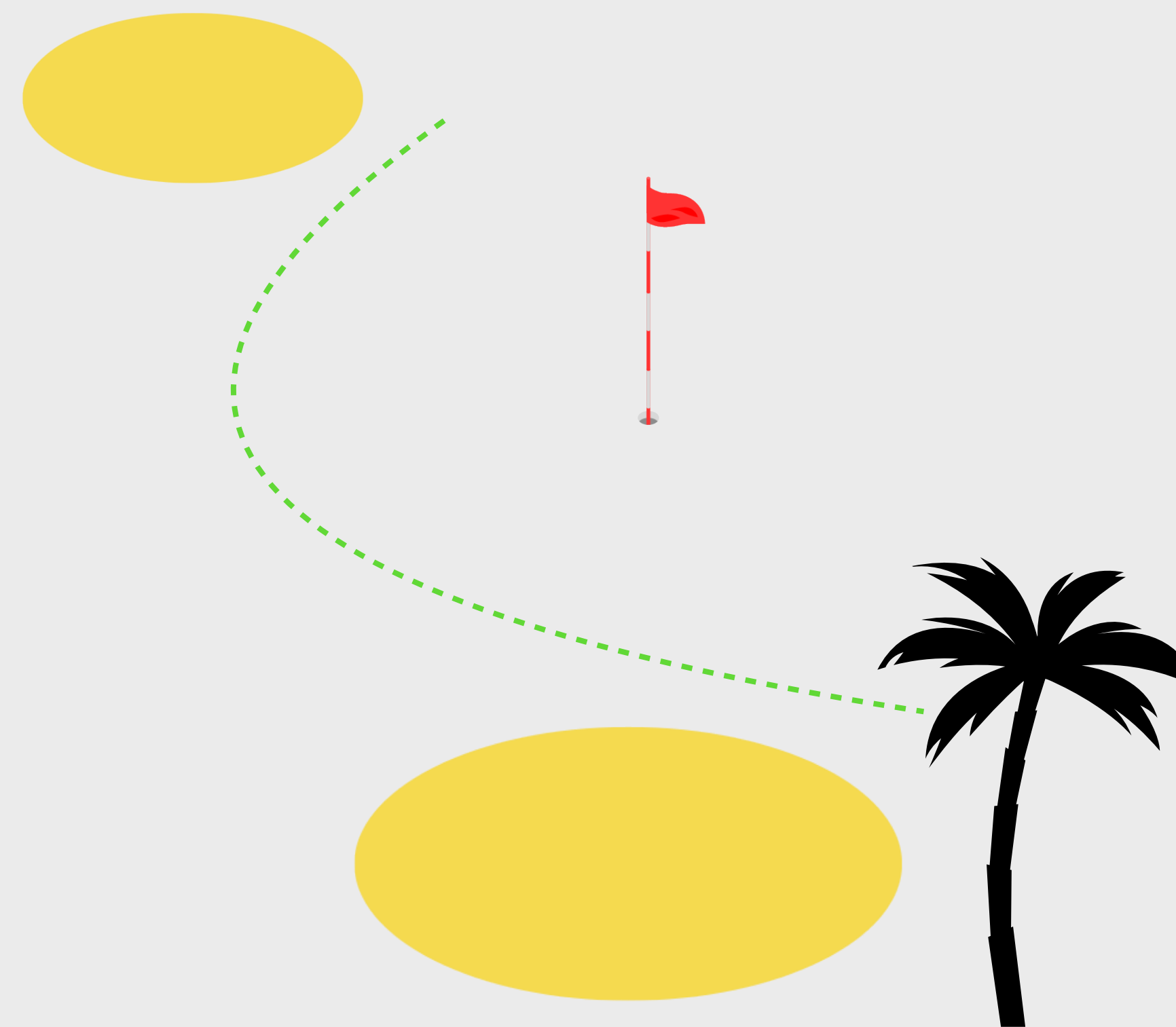
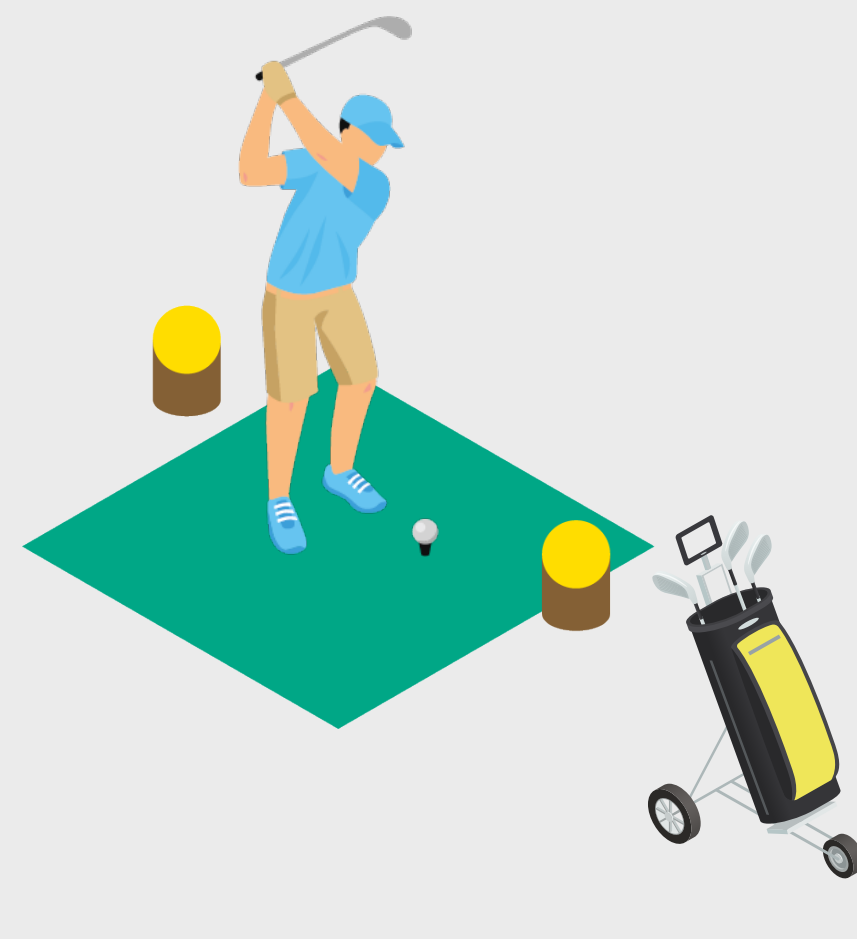
Bronze Coaching Plans are available over 3, 6 and 12 month expiries to suit the goals of your students. This coaching plan specifically includes:

- 6-Hours of Private Coaching Time including an Initial 60 Minute Discovery Session
- FREE Weekly 60 Minute Practice Club Access
- Full GLF. Connect access including MyGame+ Challenges, On course Tracking and Full Media Access

# On Course Discovery Session

For those new students who sign up for an upfront private Coaching Plans included within the plan options is an initial 60 minute On Course Discovery session. This session is specifically designed to be the first session of the coaching plan and ideally comes immediately after the Assessment.

This session is an opportunity to head out onto the golf course with the student so you can observe their game on the golf course environment. This will allow you to build a plan for how to use the coaching time effectively...



# Recurring Subscription Based Coaching Plans

There are three tiers of recurring subscription based Coaching Plans that are available and within these the amount of coaching time varies. These are targeted towards regular clients and run on a subscription based model. Student sign up for an ongoing or fixed term subscription over 12 months which includes the number of coaching hours each month with additional added value benefits...



## Silver

Silver Recurring Subscription Coaching Plans are available over a 12 month commitment with a 30-day termination. This coaching plan specifically includes:

- 2-Hours of Private Coaching Time each month
- FREE Weekly 60 Minute Practice Club Access
- Full GLF. Connect access including MyGame+ Challenges, On course Tracking and Full Media Access



## Gold

Gold Recurring Subscription Coaching Plans are available over a 12 month commitment with a 30-day termination. This coaching plan specifically includes:

- 4-Hours of Private Coaching Time each month
- FREE Weekly 60 Minute Practice Club Access
- Full GLF. Connect access including MyGame+ Challenges, On course Tracking and Full Media Access



## Bronze

Bronze Recurring Subscription Coaching Plans are available over a 12 month commitment with a 30-day termination. This coaching plan specifically includes:

- 1-Hours of Private Coaching Time each month
- FREE Weekly 60 Minute Practice Club Access
- Full GLF. Connect access including MyGame+ Challenges, On course Tracking and Full Media Access

# Recommending a Coaching Plan

Based on the Coaching Plan you decide to offer, you will need to use your skill as a coach to recommend the most suitable coaching plan for each student. You will be best placed to do this after an Assessment session but students may enquire about purchasing a coaching plan without completing this and you should be able to make the appropriate recommendation.

In many cases the customer's purchasing decision may be dictated by budget, but in order to make a recommendation you should ask three specific questions to students and aim to have a further discussion prior to making a recommendation.

Remember that the on-course discovery session will allow you to map out a plan for how the specific coaching time in a Coaching Plan will be used...

**1**

***What do you want to achieve with your golf?***

**2**

***When do you want to achieve this by?***

**3**

***What would it mean to you to achieve this?***

# Adding Value

Built into the Coaching Plans are some added value benefits. These are important elements to differentiate the plans from regular private lessons alongside any discounted coaching time that is built into the plans. We recommend you add value to these Coaching Plans in the following ways....



## GLF. Connect

Included within a Coaching Plan should be full access to the benefits within GLF. Connect. This will help you to drive the student experience and benchmark, measure and show the progression of the student.

Included within GLF. Connect is access to the MyGame+ Challenges, On Course Tracking and lesson media alongside other features.



## Practice Clubs

We recommend you provide FREE weekly practice club attendance to those registered to a coaching plan. This will allow students to gain additional supervised coaching time with you, develop social connects with others at the club and ensure they are practice effectively.

# Pricing your Coaching Plans

The exact pricing of your Coaching Plans across the two categories and various options within each will be up to the you and you will need to consider the demographic in which you operate and your current private lesson rates. However, based on the success of these Coaching Plans with coaches around the world we recommend that you incentive students by offering a reduced rate on the coaching time.

On the Private Coaching Plans page we have built a calculator to help you price your options...

Input your hourly coaching rate and the percentage discount amount to apply to each plan as an incentive.

The calculator will then display the recommend the price for each plan....



## Coaching Plan Calculators

Calculator the price of your coaching plan options using our easy to use calculator below...

### Calculate the Price of Your Coaching Plans

Enter Your Private Lesson Hourly Rate

Discount % for Gold Coaching Plans

Recommended Gold Plan Pricing **\$ 1,200**

Discount % for Silver Coaching Plan

Recommended Silver Plan Pricing **\$ 700**

Discount % for Bronze Coaching Plan

Recommended Bronze Plan Pricing **\$ 420**

# Access Support Via the Coaches Toolbox

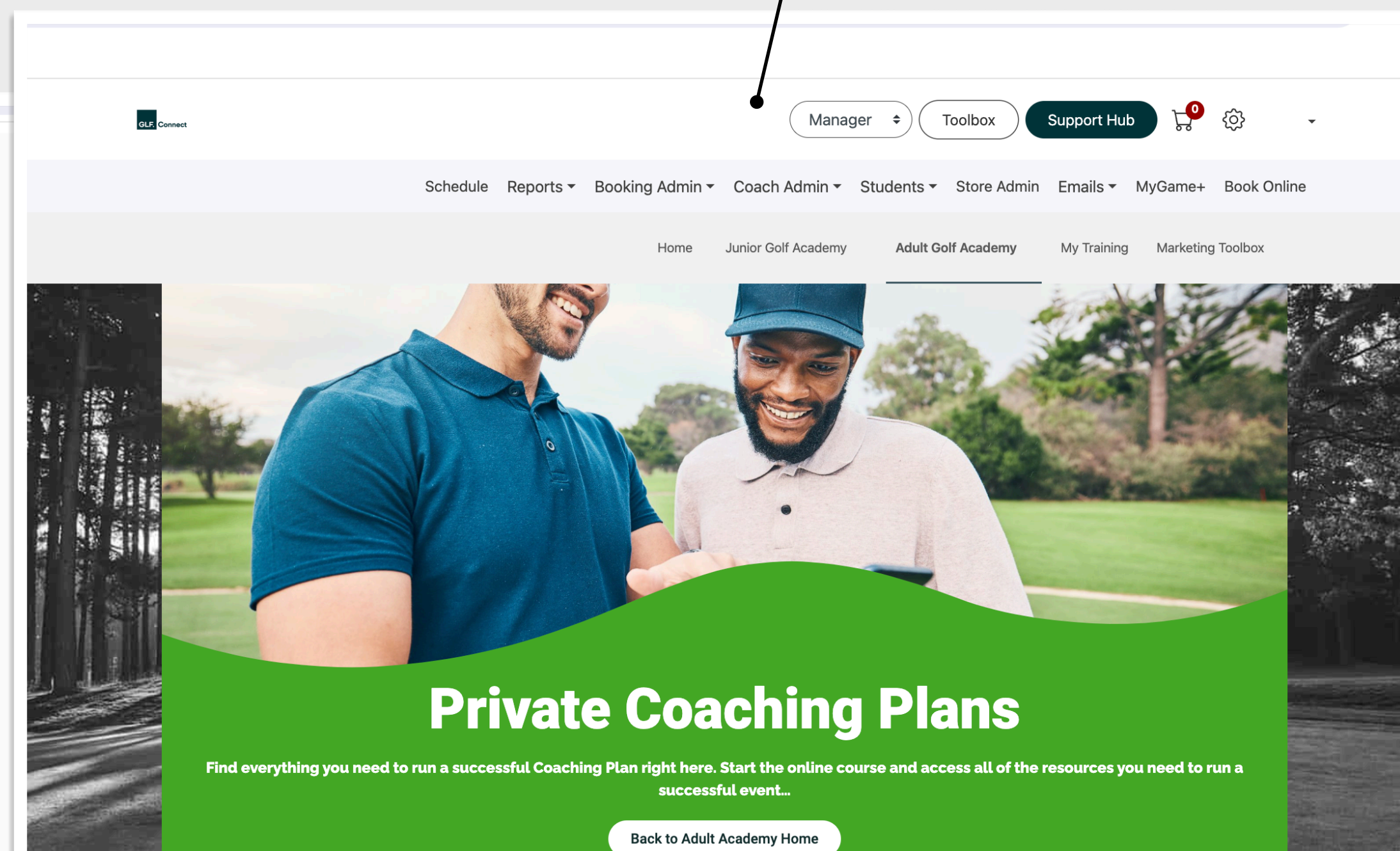
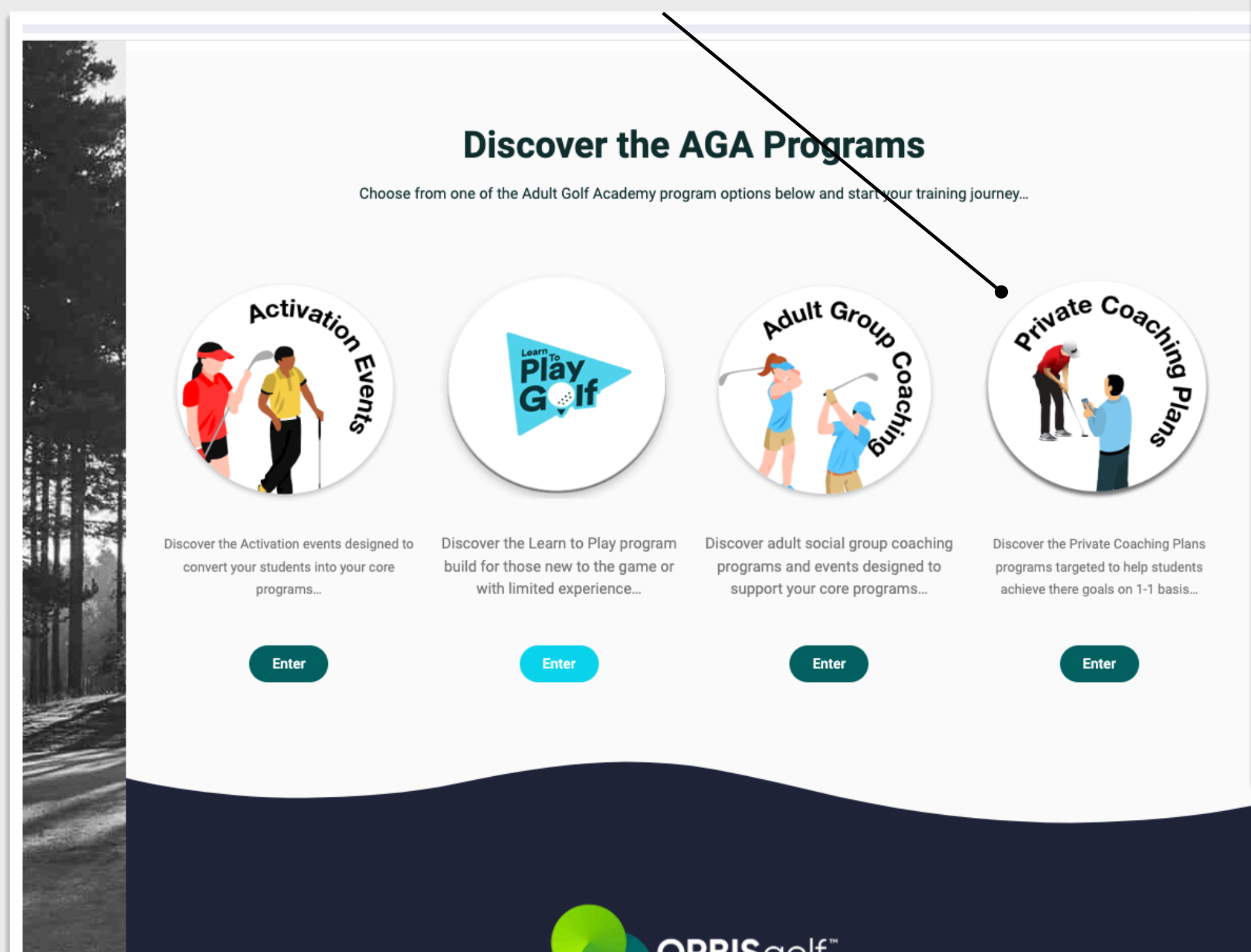
Through the Coaches Toolbox on the GLF. Connect system, you can access a variety of supporting resources that are specifically tailored to the Private Coaching Plans. We recommend you utilise the resources for each step of implementation...

1

Select the Private Coaching Plans option from the Adult Academy page:

2

Access the variety of supporting resources...



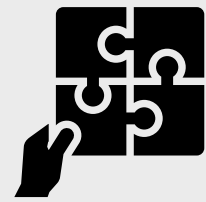
# Delivering a Private Coaching Plan





# Scheduling Overview

The exact way in which you operate your Private Coaching Plans will be up to you. However, there are some crucial scheduling actions and recommendations you should take to make this program a success within your coaching business and this includes...



## Decide on the Coaching Plans

- You and your coaching team should decide on the exact coaching plans you intend to offer SO this can be clear to customers and allow you to update the relevant marketing material. You will also need to setup the correct pricing of your Coaching Plans on the GLF. Connect system.



## Customize your Store Purchase Emails

- Via GLF. Connect, you have the ability to customise your Store Purchase Confirmations linked to your Private Coaching Plans. You can use this to include important information such as the booking steps and added value benefits.



## Decide on Student or Coach Led Purchasing

- This will depend if your GLF. Connect system is setup with a payment integration. If it is, we recommend that the process for purchasing coaching plans is led by the student. For those that are not integrated to accept online payments the coach will be required to process the coaching plan purchase on behalf of the student.



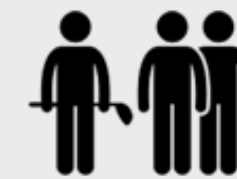
## Setup Practice Club Discount Code

- We recommend that you offer Practice Club attendance free of charge for those registered to a coaching plan. You need to setup the discount code



## Ensure All Booking is Via GLF. Connect

- Regardless as to whether the purchase process is led by you or the student, all lessons related to Coaching Plans should be booked into the GLF. Connect system. This will drive the customer experience, ensure you track the lesson credit usage and monitor key insights.



## Setup Practice Clubs

- To ensure you can offer this added value benefit you need to ensure that you have the appropriate Practice Clubs scheduled into your GLF. Connect system.

# Processing Coaching Plans on GLF. Connect

All Coaching Plans should be processed and the bookings related to them processed through your GLF. Connect system. The GLF. Connect Support Team have built a range of resources to help you with this process and are in hand to further discuss this with you. However, the steps to processing a coaching plan as well as the additional support includes the following...

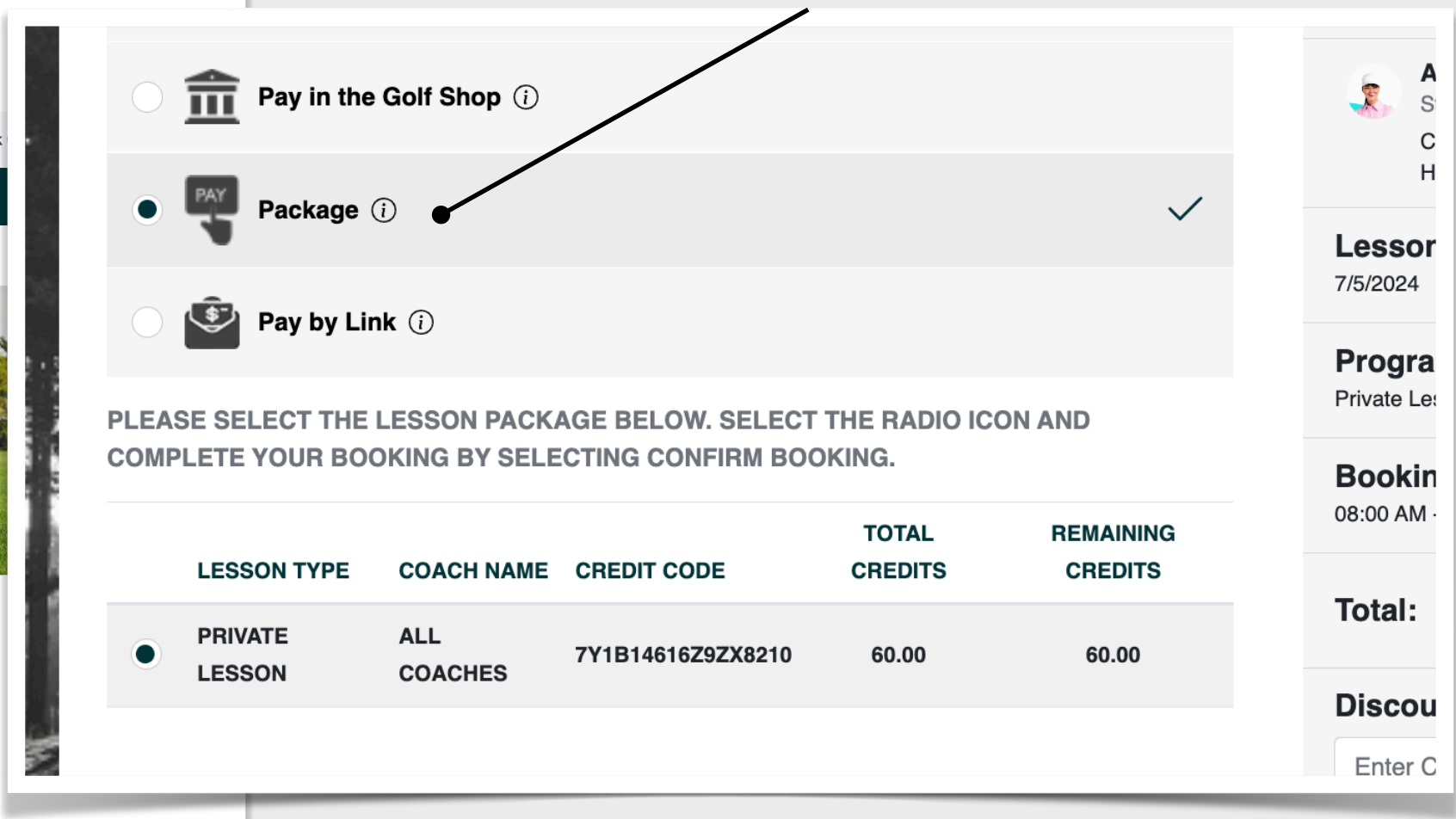
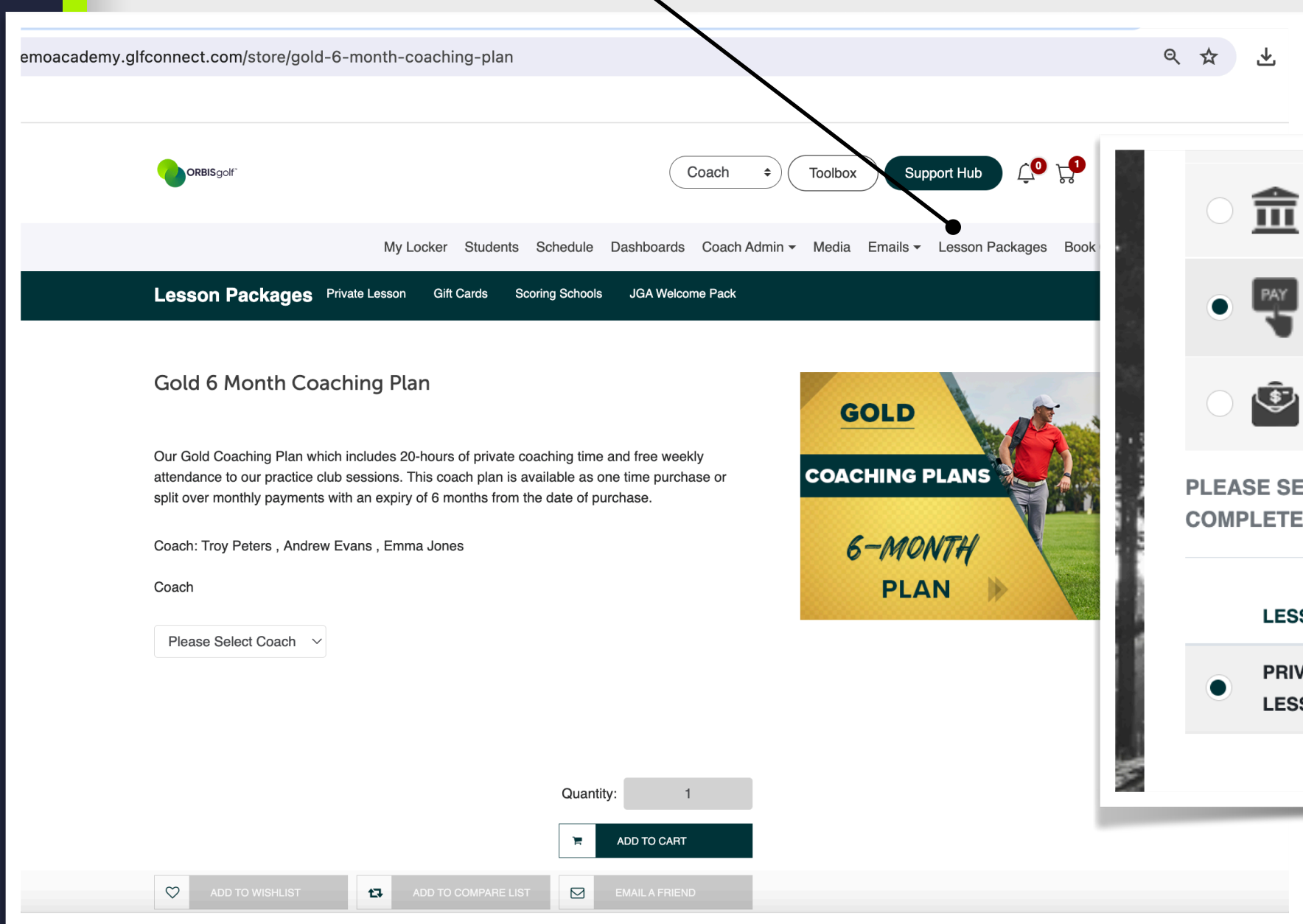
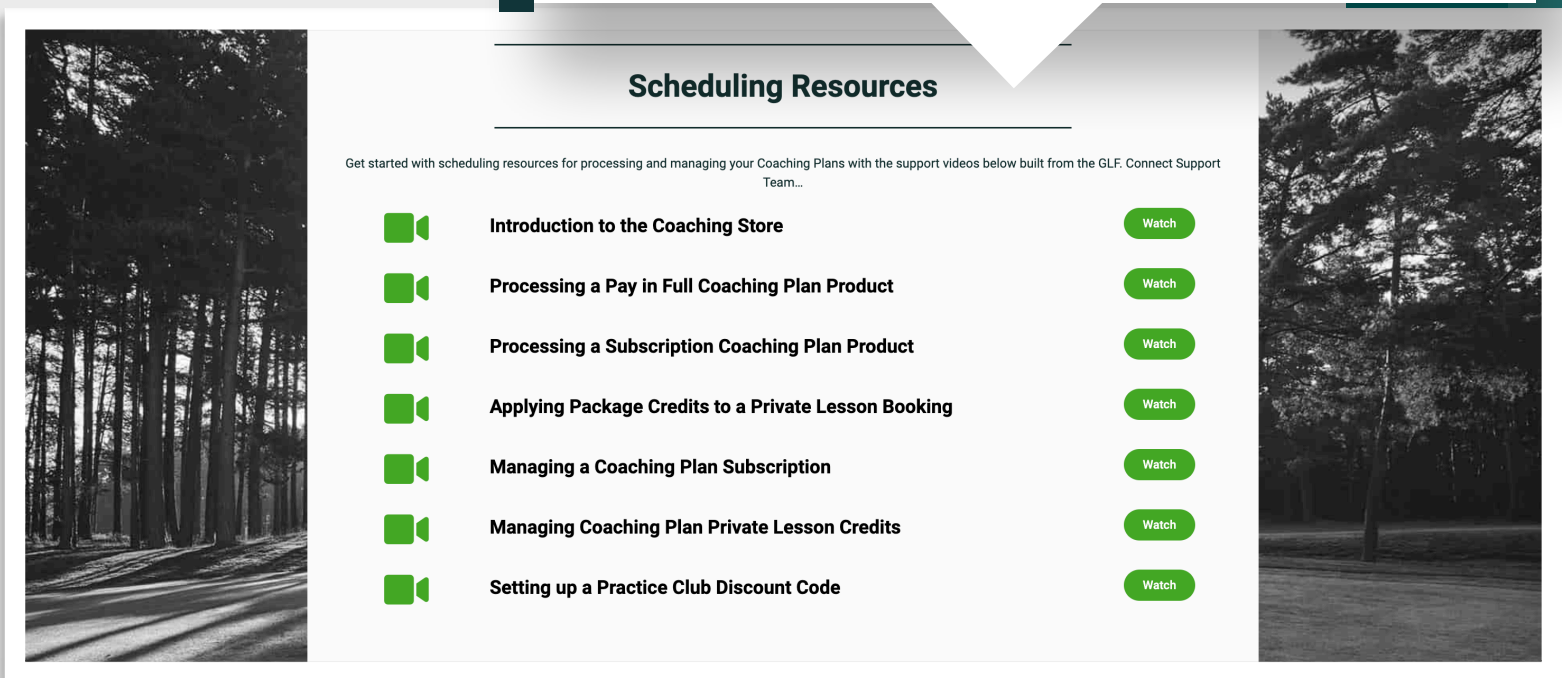
Further training is available from within the Scheduling section on the Coaches Toolbox Private Coaching Plan page.

1

Customers can purchase Coaching Plans or Coaches can process them on their behalf via the Coaching Store...

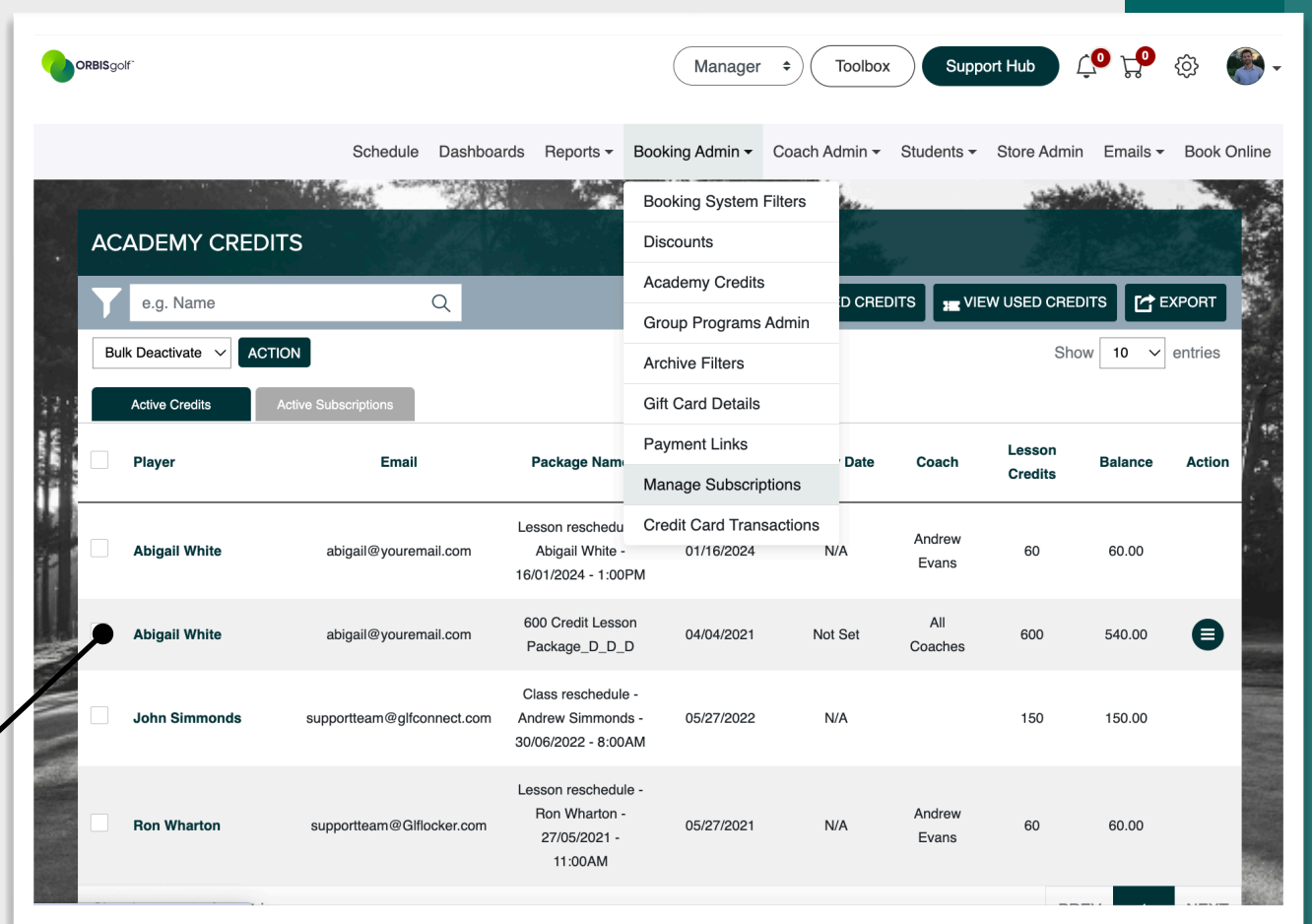
2

Credits associated to a Coaching Plan can be applied to a booking on the web or mobile app booking system...



3

Coaching Plans and Subscriptions can managed within the Manager access of the system...



# Structuring a Private Coaching Plan

Once you have converted a student into a coaching plan, it will be your skill as a coach to use the coaching time within the plan effectively in order for them to achieve their goal within the time period that has been agreed.

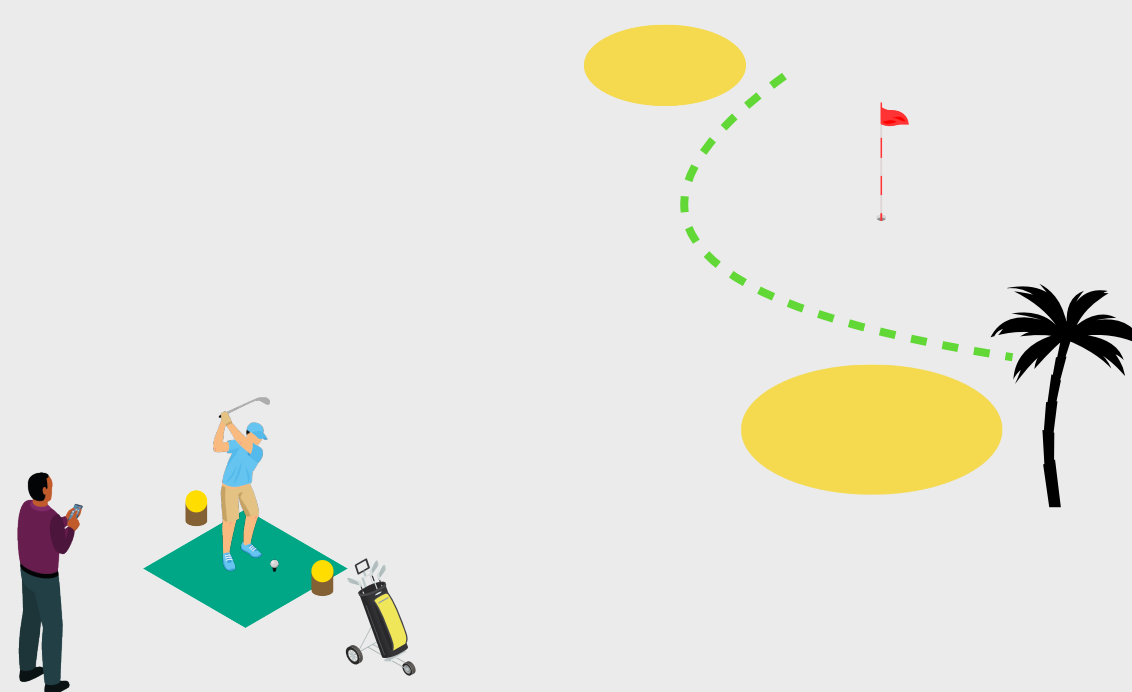
We recommend that you customise how the coaching time is used within a student based on their needs and then you are agile to use how and where the time is used as your journey with the students progresses. We have provided below a breakdown of how the coaching time with a Bronze Coaching Plan might be used...

*"The goal is to get your handicap reduced by 2 shots by the end of the Summer. I recommend to do this we focus on your short game skills and on course management within the time available..."*



1

60 Minute On Course Discovery Session at start of the Coaching Plan...



2

The goal is agreed in the discovery session and the coach should outline how the coaching time is recommend to be used...

3

The coaching time is aimed to be split according to the skills area to be developed...

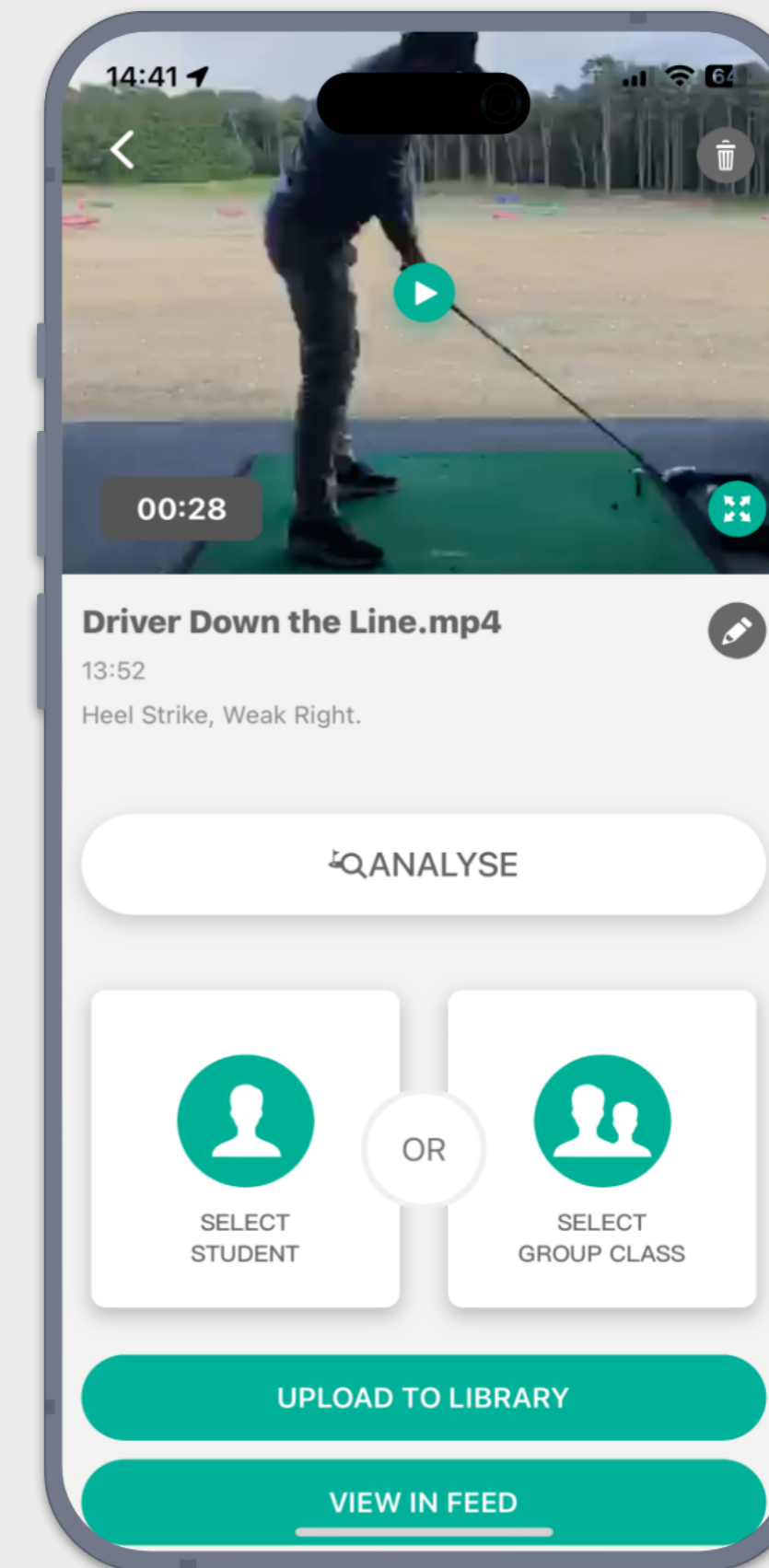
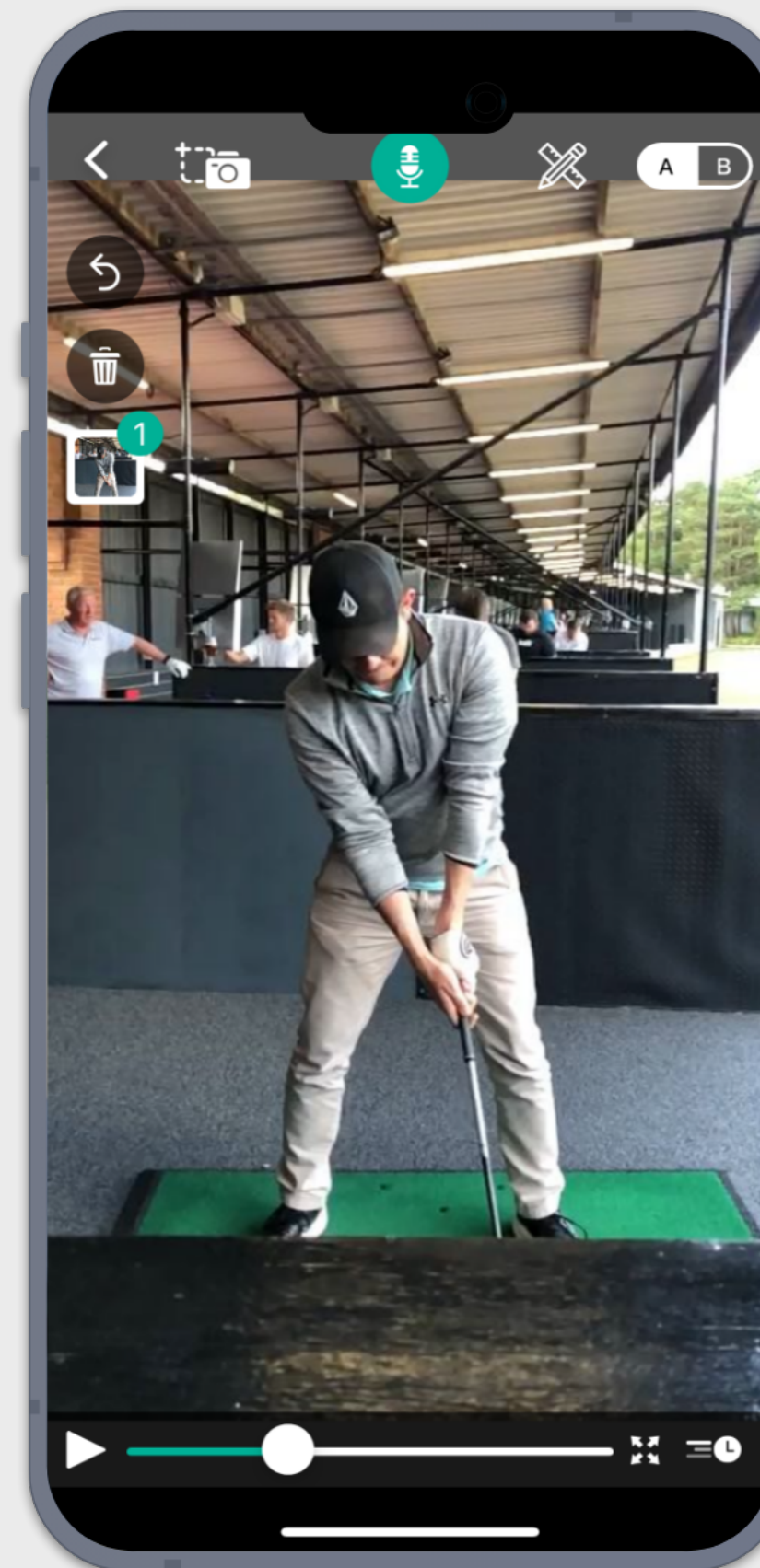
Lesson Number	Duration	Skill Focus
1	60	Chipping
2	60	Bunker Play
3	120	On Course Session
4		
5	60	Putting
6	60	On Course Session

# Utilising GLF. Connect Media

The customers progress through a Coaching Plan can be measured and tracked via the GLF. Connect system features. Specifically, we recommend that you make full use of the Media Feature in order to enhance the customers experience, demonstrate improvement and capture crucial feedback points that the student should practice in between lessons. Some of the key features you can utilise are as follows...

## Media Feature

- Analyse the students swing and provide a voiceover recording
- Share recording and media files with students by assigned to their feed or tag to a specific lesson
- Share additional media types including notes, images and audio notes
- Commenting and messaging to drive the coach and student relationship



# Utilising GLF. Connect MyGame+ Challenges

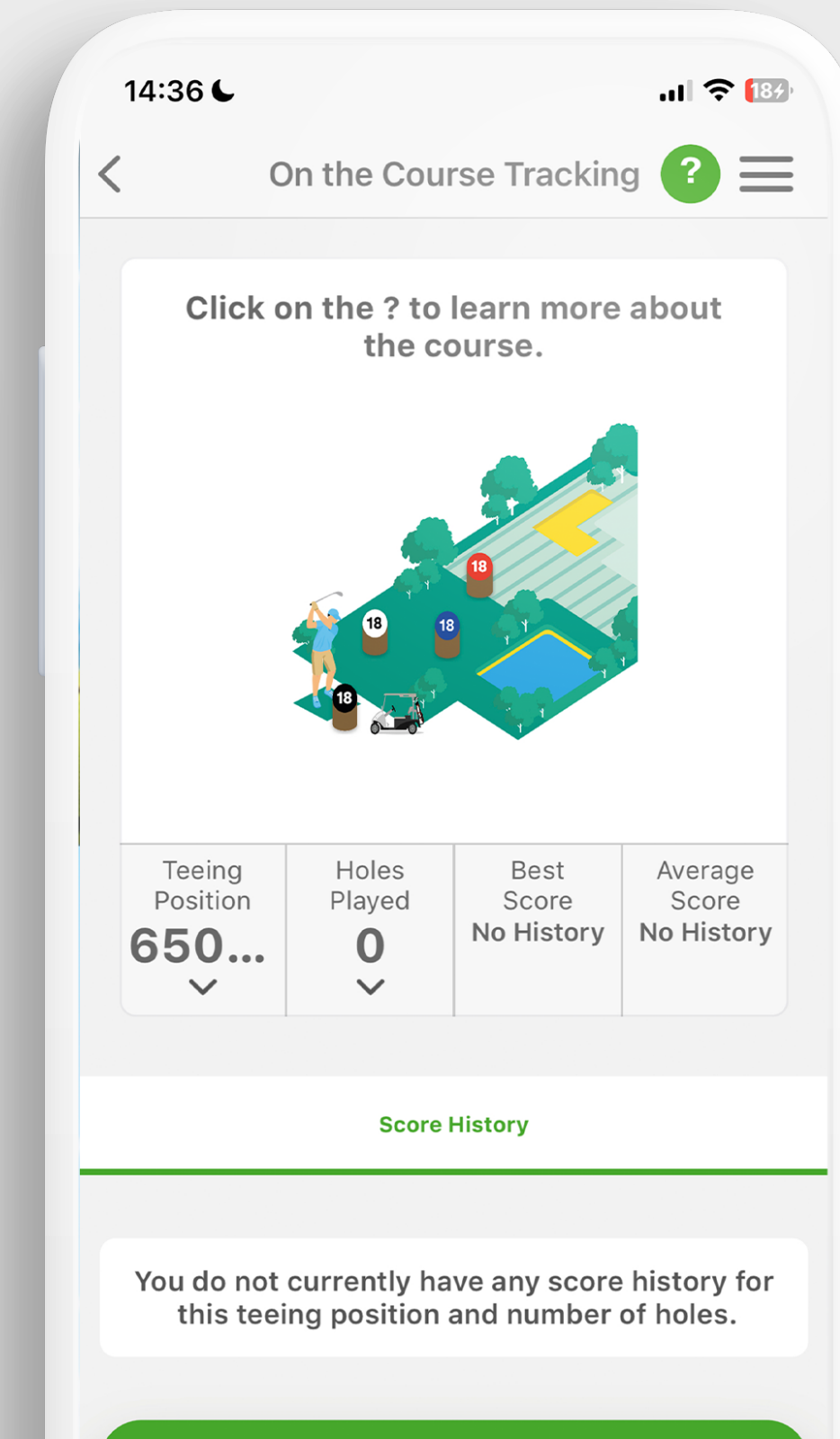
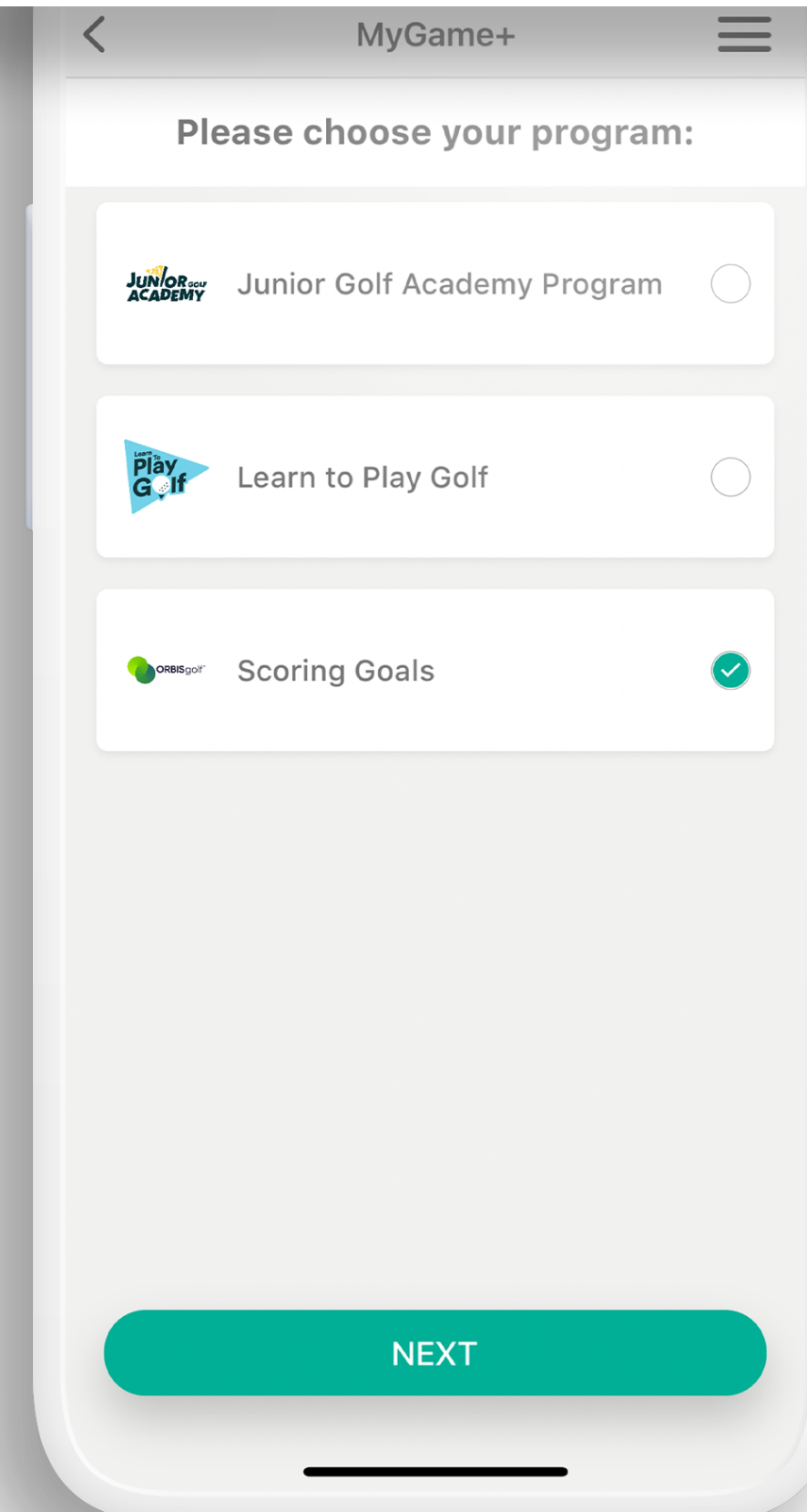
During their Coaching Plan journey customers can attempt challenges across a number of skill categories. This approach allows students to have a broad benchmark across all of the skills important for achieving their agreed goals and aspirations. It will also support an engagement element to their supervised and unsupervised practice...

## Scoring Goal Challenges

These challenges are built into adult group coaching programs and provided a supplement tray element for students enrolled in private coaching plans to track their progress. Customers can attempt challenges across the four skill categories. This approach allows students to have a broad benchmark across all of the skills important for achieving their scoring goal.

The challenges have been designed over five Scoring Goal levels. This allows students to identify and track their skill progress within each category and each skill relative to score on the golf course.

## Program Selection within MyGame+



## MyGame+ Features including Score Tracking, Progress Wheels and Challenges

# Final Thoughts

The success of the Coaching Plans will of course be driven by the participant's game development and experience during lessons. However, the communicating and experience they receive prior to, after and between lessons is vital to success. We are aiming to providing you with all the tools you need, but you have a critical role to play in delivering a great experience for those who attend. Remember the following when managing the journey of a student on a coaching plan...



## Be Agile with Coaching Time

- It is vital that you map out how the coaching time within a coaching plan is recommend to be used from the outset. However, as you progress through the journey with the student you may need to adapt how and where the coaching time is used.



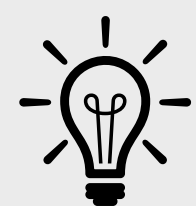
## Promote Practice Clubs

- Practice Clubs are recommended to be an added value benefit and you should promote those to students with every interaction. Reiterate the benefits so they understand why this is an important element to the program.



## Prioritise Re-Booking

- It is vital for the students engagement that you prioritise getting future lessons booked in. As minimum at the end of each lesson you should re-book the students next lesson but even better, get all lessons booked on over the plan duration.



## Utilise GLF. Connect Features

- You should aim to tuelles all the benefits of the GLF. Connect system with your students which includes online booking, communication features, Media and the MyGame+ feature to help track their progress.



## Prioritise Communication

- Vital to the experience of the student is the communication they receive during their coaching plan. The GLF. Connect system will send a number of automated emails but you should ensure you communicate with students before, after and in between lessons.



## Promote Effective Practice

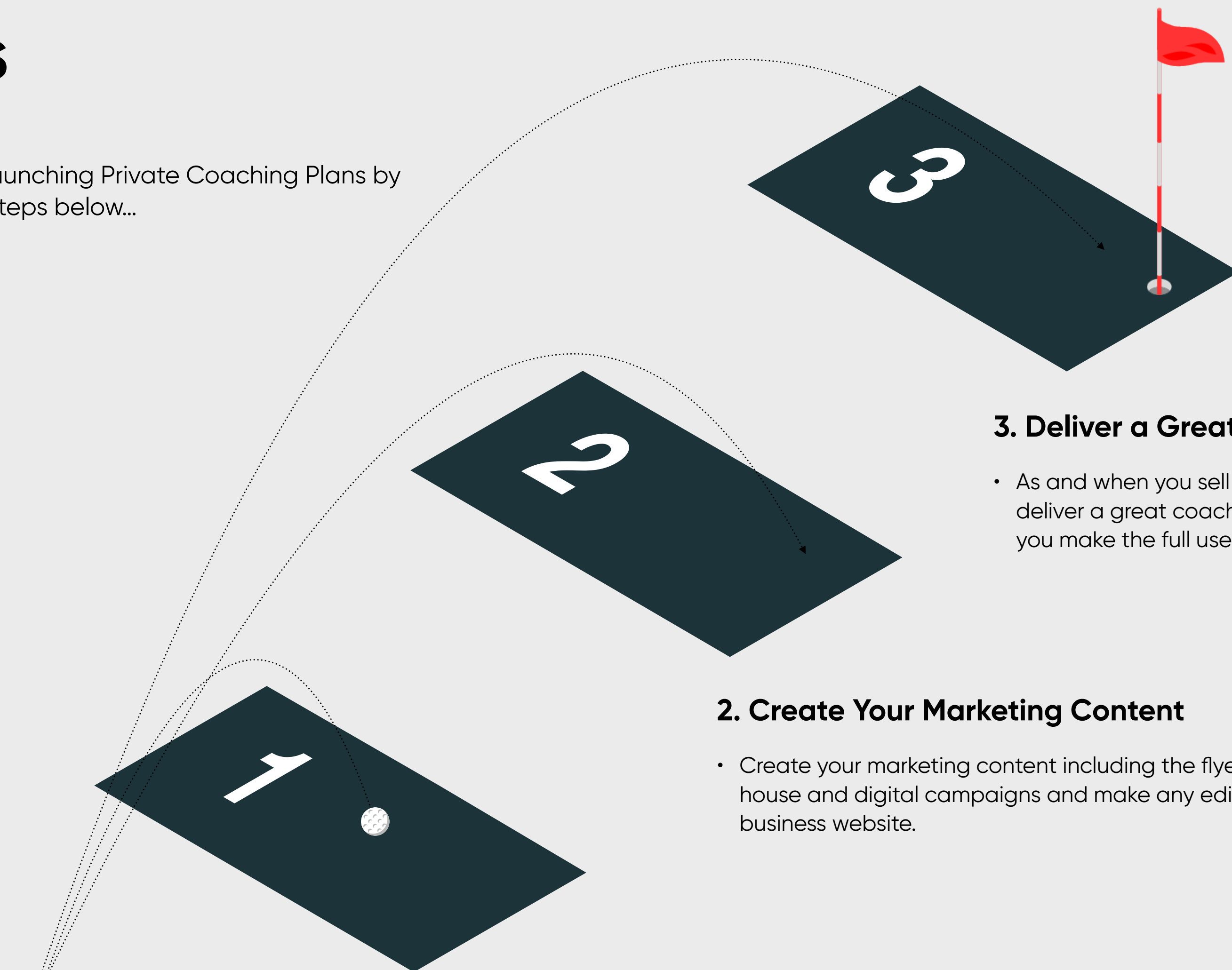
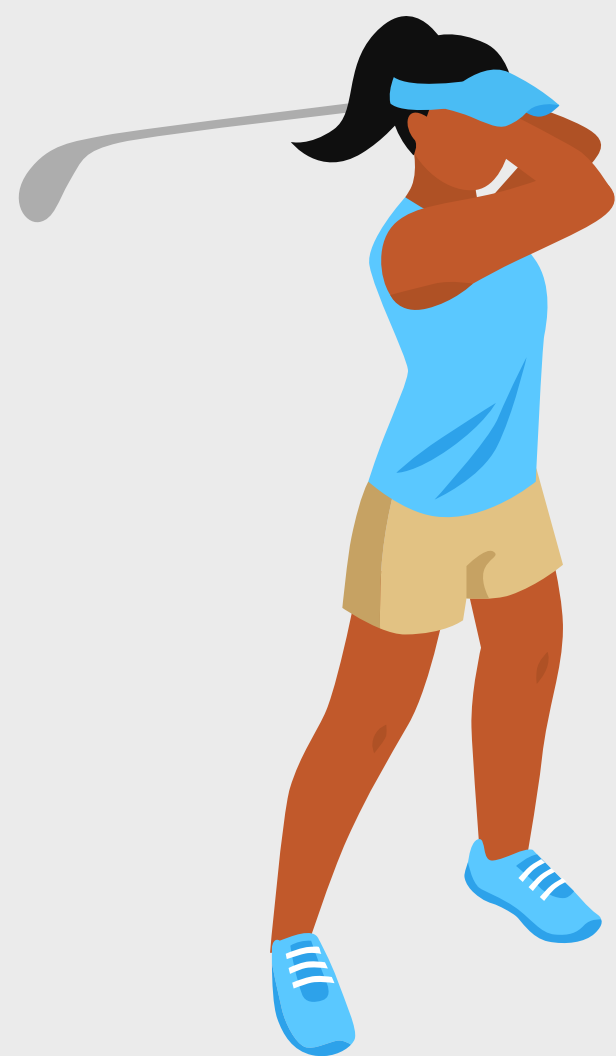
- It is vital that the students invests in their own development under your guidance. Through the coaching plan you should guide the student on how they can practice effectively in between lessons.

# Next Steps



# Next Steps

Take the next steps towards a launching Private Coaching Plans by following the recommend next steps below...



## 1. Decide on the Private Coaching Plan Options

- Decide on the Private Coaching Plans you would like to offer and ensure these are activated and setup correctly on your GLF. Connect Coaching Store along with the correct pricing.

## 3. Deliver a Great Coaching Plan Experience

- As and when you sell a Private Coaching Plan you should deliver a great coaching plan experience and we recommend you make the full use of the GLF. Connect system features.

## 2. Create Your Marketing Content

- Create your marketing content including the flyers for your in house and digital campaigns and make any edits to your business website.



# Thank you.

Please review the **Scheduling Resources** within the **Coaching Plans** page of the **Coaches Toolbox**.