



GOLF AND THE SEVEN RULES FOR SUCCESS ON THE LINKS

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By Anna Wildermuth, AICI, CIM
Personal Images, Inc. www.personalimagesinc.com

Golf is a good way to get to know people and build successful business relationships, whether strengthening a current one or networking into a new one. Following are seven rules to ensure the game will be above par for everyone.

Rule 1 – Know Your Game

The average male golfer scores about 100 and the female 120. If your score is at this level or lower, you will be comfortable in most golf situations. If your score is higher than average and your golfing partner's is lower, let them know in advance so you won't be embarrassed. If you are the host and your guest scores higher than average, be patient. New golfers should have at least five rounds of golf under their belt and a few lessons before playing with clients or in a golf tournament. The exception is a scramble format where only one ball is played.

Rule 2 – Dress the Part

Never wear jeans, shorts, tee shirts, or gym shoes on the golf course. It's best to wear a golf shirt (avoid large prints and palm leaves) and long pants. Shorts are acceptable if they are close to knee length for women and no less than two inches above the knee for men. Good leather golf shoes and ankle socks complete the right "personal style" in your dress. Wear a visor or hat to protect yourself from the sun.

Rule 3 – If You Are the Host or the Guest

If you are the host, choose a golf course that will be fun for your guests to play. If your guest is of the opposite sex, be sure to make locker arrangements for him or her. Inform your guests of the course dress code. If you are the guest, ask about the dress policy in advance and let your host know your golfing ability. Afterwards, send the host a thank you note along with a gift or an invitation to another round of golf.

Rule 4 – Make the Right Foursome

Make your guests comfortable by putting together a foursome with similar golf abilities and temperaments. Be sensitive to their schedules, asking if they prefer a morning or late afternoon tee time. If your guest is new golfer, schedule a tee time at an off-hour so you will not hold up everyone else on the course.

Rule 5 – Golf Etiquette

Never give nor ask for advice on the golf course. Keep complaints to yourself and never make excuses. If you have had more than 10 swings on a hole, pick up your ball so as not to hold up other golfers on the course. Never use cell phones or beepers on the golf course. If you like to bet on your golf game, bet for a drink and never for money.

Rule 6 – Never Discuss Business on the Links

Never discuss business on the golf course unless your client brings it up. Keep the discussion light, saving business for the 19th hole.

Rule 7 – The 19th Hole

Always allow time for a beverage and snack after a round of golf. This is the time to discuss business and make your case for whatever project you are working on. This is also the time to confirm you have all had a good time or to smooth over a not-so-great game. Always focus on the game highlights, never the bad shots. Most importantly, have fun!

"Most golfers prepare for disaster. A good golfer prepares for success." -Bob Toski

Anna Soo Wildermuth, AICI, CIM, president of Personal Images, Inc. specializes in image, communication and professional development training, consulting and coaching. Anna is the President of the Association of Image Consultants International. Her clients include Household International, Northern Trust Company, ABN-AMRO North America, Square D Company and Roman, Inc. She can be reached at 630-530-9440 or www.personalimagesinc.com