



Please join MDASF Members & Guests at Shadow Wood Country Club on Thursday, November 16th for a lunch & education meeting.

The Anatomy of a Membership Sale

Each touch point that we have with a prospect during a sales process has its own unique set of dos and dots. Our guest speaker will discuss best practices from his own 8 years as being a Membership Director along with what he has seen across the country being a sales consultant working with private clubs.

This will be an interactive session as we work our way wire to wire from first touch to closing a new member!

MEET OUR FEATURED SPEAKER:

Rick Coffey, Product Sales Specialist for Clubessential CRM & Co-Host of The Inbox Podcast on Private Club Radio, has many years of club marketing and sales experience and a long list of achievements including:



- Former National President for the Professional Club Marketing Association
- 2009-2010 National Salesperson of the Year for KemperSports
- Sales & marketing architect for the Clubessential CRM, the #1 product launch in company history
- 8-year sales of 270 memberships representing \$5.6M in initiation fees and over \$34M in total revenue
- Industry expert consultant on all items relating to membership sales & marketing
- Regular article contributor for BoardRoom magazine, PCMA magazine and the Private Club Advisor
- Co-Host of the popular industry podcast: The Inbox on Private Club Radio
- Certified Membership Professional (CMP) & Certified Marketing Professional
- Back-to-back winner of the Club Membership Challenge for membership marketing excellence
- Proven success in driving membership sales in both corporately-owned and equity golf Clubs
- Experience with annual marketing budget creation, working alongside with top Executives in planning
- 18 years of golf industry sales experience including retail and private club sales

When: Thursday, November 16

11 am registration;
11:30 am lunch & presentation

Where: Shadow Wood Country Club

22801 Oakwilde Blvd
Bonita Springs, FL 34135

Who: MDASF Members & Guests

Cost: \$35/person



Please note, all reservations must be made by noon, Monday, November 13. Any cancellations after that or no-shows will be charged \$35 for the event.