



**CustomerGolf**

## **Questionnaire**

1. What is the company policy regarding Customer or Business Golf?  
When you are the seller?       Overt    Covert  
When you are the buyer?       Overt    Covert
  
2. Who plays golf with customers or prospects?  
 Executive  
 Sales Management  
 Sales Force  
 Other    Specify \_\_\_\_\_
  
3. How many rounds of golf do you play with customers/prospects each year?
  
4. What is a "reasonable" amount to spend on a single round of golf with a customer? \_\_\_\_\_.
  
5. What are the results you expect from playing golf with customers?  
Prioritize in order of importance.  
1. \_\_\_\_\_.  
2. \_\_\_\_\_.  
3. \_\_\_\_\_.  
4. \_\_\_\_\_.  
5. \_\_\_\_\_.  
6. \_\_\_\_\_.
  
6. How are results tracked?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_.

7. How are sales/business objectives made apart of CustomerGolf?

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8. What specific opportunities can you identify where playing golf with a decision maker or a decision influencer would make the difference in closing business:

Company	Potential Revenue
1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____
6. _____	_____

9. How many people in your company *should* be playing golf with customers & prospects? \_\_\_\_\_.

10. How experienced a golfer are you?

\_\_\_ Beginner (no experience) \_\_\_ Novice (Some Experience)  
\_\_\_ Experienced (USGA handicap is \_\_\_\_\_?)

11. How many golf outings annually does your company participate in \_\_\_?  
What results do you expect?

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12. What is the sales process or system your company adheres to? (Steps to a successful sale)

1. \_\_\_\_\_.
2. \_\_\_\_\_.
3. \_\_\_\_\_.
4. \_\_\_\_\_.
5. \_\_\_\_\_.
6. \_\_\_\_\_.

12. Does your company adhere to a documented sales and marketing strategy?

\_\_\_ Yes \_\_\_ No.

How is Golf integrated into the strategy?

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