



From Sport to Profession



1980 – 1984

Tennis professional

1988 - 1999

Roermond Multi Functional Sport Centre

1999 – Present

Health City

Start: 4 Fitness Centre in Holland

Present: 260 Fitness Centre in 7 country

2007- Present

Blue Green

Start: 21 Golf Courses in France

Present: 50 Golf Courses in 2 country



Trial & Error

There is no secret for success.
Success is the result of good preparation, hard
work and learning from your mistakes.

Collin Powell



My start with Blue Green

- A Company made a loss
- Poor level of know how in sales
- Decentral management
- No proactive sales

My ship was at the bottom



How did I get it floating?

- Analyse the golf market
- Analyse the company
- Analyse the competition



Change the mind set!



Redefinition of the Golf Market



Our New Client



Who is our new client?



- 25 – 65 years
- No Time/Less time
- Less money
- No Loyalty towards the golf course
- No-nonsens
- All-in



From Re-Active to Pro-Active

Re-active

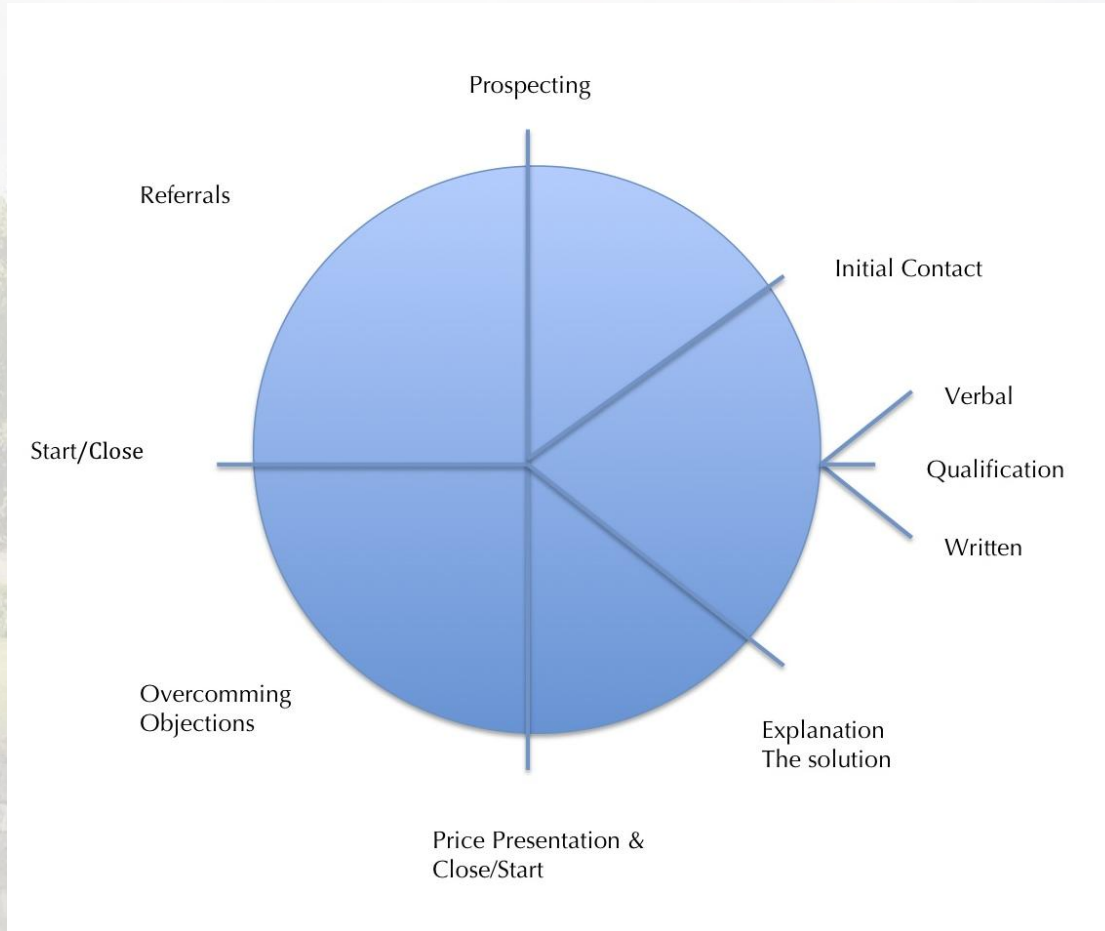
- Wait for Customer
- Classic marketing
- Targeting same group
- Client takes initiative to purchase

Pro-active

- Create Customer
- Personally driven marketing
- Targeting new group
- Help your client to make the right product choice



1. Sales



Sales before and after

Before

- Free clinic
- Pro could not give information on products and pricing
- 5 for 50 euro's
- Result Pro: € 40.000,-/Y

After

- Pay for clinic (€ 20,-)
- Pro develops relation with client
- All inclusive products
- Group lessons
- Result Pro: € 90.000,-/Y



2. Academy



- All-in products
- Group lessons
- Low prizing
- Monthly payment



To end with.....

- Re-active to Pro-active
- Create the right mind set
- Innovation on products
- Brand value / Corporate reputation
- Combine forces



Change your Titanic to A Winner

