

ProAgenda.com Factsheet

The Tool

ProAgenda.com offers the best online diary and booking system for teaching professionals in golf, and any other sport or profession. It offers everything you need for your day-to-day business, because it's created by professionals, for professionals.

The Users

Never stop trying to be a great teacher, but never forget you're running a business as well. I'm sure you know everything there is to know about the latest products and training aids in your market.

You know all about the swing and the dynamics, but only a few understand what it takes to run a teaching academy as a business. Ultimately we all want to make a living, and ideally a little more. So let's not talk about the swing and the top golfers. Let's talk about your CLIENTS.

At this moment 75% of all interested clients check price, software, equipment, and what an academy looks like. They also look for the accessibility of the teaching Professional ONLINE.

So: are you ready for the next generation of clients?

The Features

Online diary and lesson booking, online communication, online coaching and the opportunity to build your own database in the palm of your hand.

Online diary and booking system

Everything starts with a good online diary and booking system. We at ProAgenda.com believe we have the best available.

If you agree that booking a lesson for your clients should be easy, then our online diary is the tool for you. You create the settings - and the client can book an appointment with just a few simple clicks. Your diary can be linked to any platform or website and can be accessed via any device.

Clients & communication

We at ProAgenda.com know how important it is that you stay in contact with your clients and give them just that little bit more attention. That's why our system is not only an online diary, but also an online communication and coaching system.

PropAgenda.com is designed to make your life a lot smoother, and without all the hassle. After all, we all lead busy enough lifestyles, so you and your clients both need and deserve it.

Video analysis tool

Our app includes a free video analysis tool with all the features the market leading analysis tools provide, but put together in one package. With ProAgenda.com, you can analyse your clients' swings and upload them straight to their account – and it's all for free.



Key features:

- Smart tools like free lines, circles, squares, angle calculation and more
- Compare two videos next to each other, or in an overlaid format
- Set video speed for slow-motion analysis
- Record your personal instructions with the voice-over tool

Media sharing with clients

Adding media to your clients' accounts means you can build a history of everything you have done with them. You can upload media directly to your clients' accounts at no extra cost. Your clients can re-live the last appointment and your analysis whenever they want.

Key features:

- Send videos, photos, or PDF files to your clients
- Upload from your local library, and choose the analysis software you want
- Upload PDFs from tools like Trackman, Flightscope, SAM PuttLab etc.
- Send items as homework, as advice - or just for fun

Is there a bonus?

You bet! ProAgenda.com is:

Fast & Easy – as it should be

No loading times = no stress! Set up your own online diary in just a few seconds. It really is that easy.

Affordable – no strings attached

The best diary for the lowest price – and no extra or hidden costs.

No internet connection? No worries – with ProAgenda.com, you're always on!

You can keep using your ProAgenda.com even when you're offline, thanks to our amazing apps. And when you store all your work, our app will automatically upload when it's connected to a WiFi.

Safe - all your data is stored in the Cloud

All your data is always available to you, without the risk of losing it. In our system, all your data is safely stored in the Cloud.

Happy customers?

Loads of happy customers! Anyone who started using ProAgenda.com is now a happy customer, just ask a few of our users:

- Martin Yorke of MYGolf, PGA Professional and multiple academy owner
"All our professionals are working with ProAgenda.com. It's great for our business and our clients."
- Gareth Johnston, PGA Head Professional at Calcot Park GC
"Using ProAgenda has enabled my clients to access my diary 24/7. The system has made my teaching business more efficient, profitable and professional. I could not be more impressed!"



What's the catch?

Our catch? There is no catch!

We're offering you a one month free trial, no strings attached. If at the end of the month you're happy, then keep using our system.

So that we can develop the system continuously and make sure you become even more productive, all we ask is a small monthly fee after your free trial period. But don't worry - our pricing is fixed with no extra or hidden costs - what you see is what you get.

How to manage your golf teaching business more efficiently

As a golf professional in, or owner of, a golf academy, you'd like to have your diary and your teaching professionals' diaries full. Problem is, you're busy teaching on the range or you're out on the course.

You'll recognize this situation: you receive a call but are unable to answer the phone. Your caller or client hangs up. Chances are they won't book an appointment for some time. Missed opportunity!

So how do you ensure that they can reach you 24/7? Better still: how do you ensure that you receive bookings and no longer have to worry about those missed calls?

In this white paper we give you 10 tips on how to fill up your schedule, bind your customers to your business, and manage your business more efficiently.

Important questions you should ask yourself:

1. How do you get more clients outside the season?
2. How do you keep track of your clients' progress and history?
3. How do you prepare for the next lesson?
4. How many systems do you use to keep track of, and service, your clients?
5. How do your clients book lessons?
6. How do you prevent people who don't show up?
7. How do you book a new lesson immediately after the last lesson?
8. How do you do your administration when there is no internet connection?
9. How do you make sure you don't miss calls?
10. How do you communicate with your other teaching professionals?
11. 10 tips to get more customers, boost your customer loyalty, and save costs.

Tips to manage your golf teaching business more efficiently.



1. How do you get more clients outside the season?

The response we most often see to this question is usually “I don’t know” or “If I have to figure it out, it’ll cost me a lot of time.”

2. How do you keep track of your clients’ progress and history?

What do you know about your clients? Can you keep track of their game improvements, playing history and progress? Of course you can always ask your client these questions when they come in for their lesson, but this will reduce their valuable lesson time.

3. How do you prepare for the next lesson?

Based on the previous lesson, you look at what needs improving. And that’s what you’re going to teach and focus on in the next lesson. But do you remember exactly who it is that’s standing in front of you, what you taught in the last lesson, and what his or her goals are?

4. How many systems do you use to keep track of, and service, your clients?

You use an online scheduler, a CRM system, swing analysis tools, coaching modules or even good old pen and paper. All these systems have different logins for you and your clients, all of which discourages both you and them from using some great tools.

5. How do clients book lessons?

They call the shop during business hours or try to reach you via mobile or email. The customer has to adapt to you and your golf academy’s way of doing things. Imagine clients talking about their golf with their friends over dinner, and suddenly decide they decide they want to book a lesson. Shouldn’t they be able to, there and then?

6. How do you prevent clients that don’t show up?

Sometimes no shows are unavoidable, but we know that the amount of no-shows can be significantly reduced by sending booking confirmations and reminders that keep you front of mind.

7. How do you book a new lesson immediately after the last lesson?

Normally, you’d need to ask the client to walk back to the shop or club house to book a new lesson. What if your client doesn’t have the time or gets distracted from booking a new appointment? A new lesson should be booked right on the spot while your client is still enthusiastic about their progress.

8. How do you do your administration when there is no internet connection?

You want to use an online scheduler - but you’re not always on Wi-Fi or 3 or 4G. What now? Wouldn’t it be great to access all your data and your schedule off-line, and still be able to book appointments?

9. How do you make sure you do not miss any phone calls?

As a pro you can’t answer the phone when you are teaching or on the golf course. You’ve got to make sure clients can always access and book a lesson in your diary.

10. You run a golf academy. How do you communicate and keep track of the professionals teaching in different locations?

If you want to schedule a meeting, you’ll normally send an email and wait for the replies. Then you have to check when everyone is available and plan your meeting. You inform the trainers by email when the meeting is planned. This is a lot of work and takes a lot of time, both of which are very precious to you.



11. Tips to get more customers, increase customer loyalty, and save costs - and manage your business more professionally.

Your business is built on getting customer appointments. You want to book these appointments as efficiently as possible, and to generate as many as possible, so that you minimize the times you're doing nothing.

To run a business also means you have learn how to bind your clients to you, so that they come back to you. How do you manage to do all these things, when you are so busy teaching and running your business?

We give you 10 tips:

1. Make sure you're reachable 24/7 so you don't miss any calls or emails.
2. Make sure you can always access your records, even when there is no internet connection.
3. As an academy owner, make sure you're able to access your professionals' diaries.
4. Make sure you can directly schedule a new appointment with your client.
5. Make sure you can remind your clients about their appointments.
6. Make sure you have one system where you keep all your data and appointments.
7. Make sure that you customize each lesson and give your clients homework (using media) to achieve their goals and reflect on their lessons.
8. Make sure you link your diary to both your personal or pro shop's website, and your club's or academy's website.
9. Make sure you fill up your schedule by encouraging clients into those quieter periods.
10. Make sure that everyone is connected to your system, from receptionist to client.

The above points start with a good online scheduling and coaching system. What are the requirements?

As a teaching professional:

You and your clients must have access to your diary, anywhere, and at any time.

The system should always show your availability at first sight.

The system needs to send an appointment confirmation and reminder automatically.

The system should also be available offline for your administration

The system should be accessible on any device.

The system should communicate with your customers (coaching, homework, videos)

The system should be affordable.



As an academy:

The system should be able to connect with multiple professionals.

The system should give an overview of the availability of several professionals simultaneously.

The system should be able to be branded using your own brand style.

The system should be web-based and stored securely in the cloud.

The system should allow your front office to take bookings.

The solution

The one tool that meets all these requirements is ProAgenda.com.

It is the only software of its type that is available on- and offline. Many golf professionals and academies are already connected thanks to ProAgenda.com.

ProAgenda.com offers a full installation service, training and support when you're transferring everything over to our online system. During the transfer all your clients will receive an email telling them about your being transferred to an online diary and lesson booking system. Based on our customers' experience and feedback, this email inspires clients to start booking golf lessons immediately.

With the uniquely powerful ProAgenda.com diary and lesson booking system, you can run your business like a true professional.

Join ProAgenda.com and step up your game!

