

PEI 2011

Lessons From The Links!

Presented by

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The lessons I have learned on the golf course compare to lessons that PEI members need to learn in business.

Golf is about what YOU do!

Not about manufacturers

Not about the competition

Not about major oil companies breaking up

- **“Pencil In” Your Score**

How does this relate to you? What are your goals?

- **Play From The Right Tee Box**

It's not always necessary to “play from the “tips”

Hit the right club – Some holes don't require a driver.

Irons – It only matters how far you hit each one – not how far you can hit it!

How does this relate to you? Do you have the right people? The right products/services?

- **Deal With The Hazards**

On a golf course - Sand Traps, Water Hazards, Trees, etc.

For PEI Members:

The economy – Even affects government Customers!

Electric cars, Natural Gas Fuels

Ethanol

Environmental Issues

Are you avoiding your hazards?

Are you getting out of the hazards you are in?

- **Winners Never Stand Still**

What does this mean for you? How can you “embrace” change?

- **Find Time To Play**

Whether it's golf, tennis, hiking – Play!

- **You Gotta Keep Score**

Stay on top of the financials!

- **You Have To Believe!**

Learning to hit a Sand Wedge, I needed a:

Change in attitude

Change in skill set

- **Customer Service!**

It's all about "Shazzam!"

PEI members must beat their competitors on "Shazzam!" (Customer Service!)

How does "Shazzam" work for you?

- **Golf - No one else to blame!**

Does your Team play the "blame game?"

- **One Is The Loneliest Number**

PEI – Networking is key!

Now...How will you hit it off the “first tee?”

To sign up for Mark’s e-zine, go to www.MarkMayberry.com!

To learn how to deliver “Shazzam” to your Customers, call Mark at (815) 209-1381!