TIPS FOR CONDUCTING BUSINESS ON THE GOLF COURSE

1. Men and women should wear business casual golf attire to make it clear that the game is for doing business.

2. Select a golf course that will match the client’s skill level.

3. Always bring your client or partner a gift.

4. Let the client hit first. A mulligan is allowed off the first tee only.

5. To remain in control never let the client drive the golf cart.

6. Always play a few holes first before bringing up business. Keep business talk casual and to a minimum (no more than 20% of the time).

7. Only bet if the client initiates it and don’t bet an amount that makes either side nervous.

8. Always acknowledge a good shot. However, don’t over console the client after a bad shot.

9. If your client is serious about the rules, you should be serious as well. If your client is loose with the rules, let him or her – but never bend the rules yourself.

10. Never show your temper.

11. Never drink (even beer) until the end of a round of golf. Only drink if the client is going to have a drink.

12. It is okay to beat your client but don’t gloat.