

GREAT GOLF EVENTS



WWW.GreatGolfEvents.COM

PeopleSoft

Closes 5 Million in New Business!

Sales/Revenue Accelerator Golf Outing

GOLF OUTING SUCCESS STORY

PeopleSoft the Company:

PeopleSoft is the second largest enterprise application software company in the world and the single largest vendor of mid-market solutions. With the much publicized acquisition of J.D. Edwards complete, the new PeopleSoft is concentrating on market and product expansion, giving customers more choice.

Using Golf to Accelerate Sales & Revenue:

In 2002, PeopleSoft contracted Great Golf Events to organize and facilitate four unique golf events - specifically focused on new and existing clients with forecasted revenue opportunities. The golf events were scheduled within a 2 week period for (Los Angeles, San Francisco, Denver & Dallas). 30 days after the last event, PeopleSoft closed 5 million dollars in new business revenue. Although the new business revenue was forecasted and in the pipeline to close, PeopleSoft felt the golf events were a significant factor in streamlining the sales process and to increase the likelihood of closing the business when forecasted. The four golf events provided prospects, existing clients & sales with 6 hours of one-on-one face time in a non-threatening, neutral environment.

Key Factors Associated with the Golf Events:

- PeopleSoft planned the events 30-45 days prior to Quarterly closing date. 40 player limit per event.
- Golf Pairings - PeopleSoft paired their teams according to each sales opportunity. Within each team were a salesperson, 2 prospects and an existing client (who had a similar product or application that the prospect(s) were pursuing).
- PeopleSoft VP of Sales made sure he met everyone attending each event and asked the right questions according to the circumstances surrounding each deal.
- Prizes for the Contests and Winning Teams were memorable and unique – *PGA Memorabilia*. Each of the unique and memorable prizes were customized with the PeopleSoft Logo, Date, Golf Course Name, and the Award Name (1st Place Team, Closest to the Pin, etc.) From a sales and marketing standpoint, we all agreed that these memorable prizes would be hanging in their offices and the PeopleSoft logo seen on a daily basis.
- Great Golf Events organized each event from start to finish – along with providing memorable golf entertainment (trick-shots) for the PeopleSoft guests.
- A professional website was designed and managed by Great Golf Events. The website was a great method to market and promote the event - along with providing online registration to simplify the registration process. Sample website: <http://www.OracleGolf.com>

Great Golf Events:

Since 1999, Great Golf Events has been providing Golf Event Planning and Management Services throughout the country and abroad. Great Golf Events provides a single-vendor solution to facilitate and manage all the necessary arrangements associated with your golf event. Our services are designed to manage the pre-event marketing, administration and logistical tasks that are traditionally managed by the Client. While we eliminate these time consuming tasks, your responsibilities become more simplified - allowing our clients to strictly focus on promoting the golf event – along with concentrating on other existing business matters associated with day-to-day operations.

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Budgeting: 10K–15K Per Event

Note: Multiple PeopleSoft Business Partner Engaged to Off-Set Expenses