

David Bennett's Program Details:

- The biggest problem facing a New England instructor is short summers - golfers want to play and even the most dedicated students take a lesson only every couple of weeks. And if the new swing doesn't produce on the course... they go back to the old swing. It took Tiger Woods a year to master a new swing; the average golfer cannot expect to master it in an hour every two or three weeks.
- With indoor lessons, I provide 4 months of constant stream of instruction to work on the student's technique, without worries about immediate results on the course.

Winter 2004/2005

- David Bennett, head golf professional at Stowe C.C., purchased a basic P3ProSwing PRO PACKAGE in November of 2004; Total Investment – \$795
- Using the P3ProSwing, Dave decided to offer packages of 15hrs of lessons for the winter (One 1-hr lesson a week per person for 15 winter weeks)
- Signed up 30 students; and had an additional 35 students on a waiting list

Summer 2005 – student results:

- New confidence and a new swing - 85% of the winter students lowered their handicap
- 30% played the best rounds of their lives
- One student is now the most improved player at the Stowe Country Club for 2005, another student is the third most improved

Winter 2005/2006

- Dave is offering 10 hours of winter lessons (1 hour a week per student) for a package price of \$550. He is capping the enrollment at 60 students - \$33,000
- David Bennett is growing his enrollment, income and reputation

Do you want to become a more effective teacher?

About David Bennett:

David Bennett has been the Head Golf Professional at the Stowe C. C. since 2004. He is a PGA of America Class A professional. At the University of North Florida he earned NCAA Division 1 Golf All-American Honors in 2000, and was named Vermont PGA Player of the Year in 2004. Bennett is a two-time Vermont Amateur Champion and a two-time Mercedes-Benz Collegiate Championship winner at the famed Sawgrass Country Club in Ponte Vedra Beach, Florida.

P3ProSwing:

The P3ProSwing combines a **golf simulator** and a **swing analyzer** at an unprecedented low price. It is a computer-based system that presents instant and complete analysis of the ball-flight and the club through impact zone. A golfer can use any club, including a putter. The P3ProSwing has top-of-the-line graphics, is easy to use, with many features designed for indoor teaching. For enhanced entertainment, the system also includes the EA Sports Tiger Woods game interface.

- “Best in Show” – Golf Week Magazine – Orlando PGA Merchandise Show
- “GT Tech Award” – Golf Tips Magazine – Training Aid Innovation Award
- “Highly Recommended” – Golf Digest
- “Coolest Golf Gear” – Forbes
- ESPN2's Cold Pizza, Live with Regis and Kelly, ESPN's The Gizmo Girl



Dear Golf Professional,

Would you like to become a more effective instructor, make more money and be able to teach in any weather conditions? David Bennett, head professional at the Stowe C.C. in Vermont, is doing it.



David Bennett
PGA, Head Golf Professional
Stowe Country Club and
Stowe Mountain Resort, Stowe, VT



The P3ProSwing helped David Bennett with his goals of becoming a more effective instructor, teaching the game of golf year-round and turning profits during New England winter months.

David Bennett's Success:

David is an accomplished golf professional, but the short summer season in N.E. limited his ability to fulfill his potential both financially and as an instructor. He had researched a multitude of golf products, deciding to purchase a P3ProSwing analyzer and golf simulator.

“Last winter, I purchased the P3ProSwing system for under \$1,000, and hoped to get 5 to 10 interested people. I offered a simple program: one-hour lesson a week for each student for 15 weeks. My goal was to teach 30 hrs a week inside my clubhouse during the winter. Within two weeks from starting the program, before any advertising, the 30 spots were sold-out. And I had a 35-person waiting list. For this winter, I expanded to 60 golfers.

“I can say that without the P3ProSwing system, my winter lessons program wouldn't work. The system gives golfers visual analysis of all aspects of their swing, along with statistics, comparison and improvement tracking options. People understand their swing better and talk to each other about getting so much feedback. Word of mouth was my best advertising.” -David Bennett

