



# Christofer Nassil

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**BUSINESS COACH TO GOLF ACADEMIES**

**AUTHOR - ADVISOR - PUBLIC SPEAKER**







# Solution to the “Club Pro Crisis”









**JULIA, 27,  
PGA CLASS OF 2024**

**“Chris has taught me more valuable and useful things for my business in a few weeks than my entire Golf Education has”**

**MAX, 34,  
PGA CLASS OF 2014 &  
FULL TPI CERTIFICATION**

**“My business has become significantly more profitable and efficient thanks to Chris”**





# TOP CHALLENGES



**How to increase productivity and profitability of the Golf Academy**



**How to attract, lead, and keep the next generation of staff & coaches**



**How to add more member value to both older and younger members**



**How to recruit more members**



# THE HEAD COACH METHOD

PRODUCTIVE, PROFITABLE AND ATTRACTIVE GOLF ACADEMY

CHRISTOFER NASSIL  
"THE HEAD COACH METHOD"

## SHOOT LOWER SCORES

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25 STEPS TO SHOOT LOWER GOLF SCORES  
WITHOUT CHANGING YOUR TECHNIQUE

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CHRISTOFER NASSIL  
"THE HEAD COACH METHOD"

## THE GOLF INSTRUCTORS YEARLY WORKBOOK

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HOW TO CREATE A SUCCESSFUL AND  
SCALABLE GOLF COACHING BUSINESS

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SELLS SWING  
WORKS ALONE  
30-60MIN  
LOW VALUE  
LOW PROFITS





SELLS SWING  
WORKS ALONE  
30-60MIN  
LOW VALUE  
LOW PROFITS



SELLS SCORE  
WORKS IN TEAM  
SELLS RESULT  
HIGH VALUE  
HIGH PROFITS





1

# START WITH THE END GOAL

**ALL GOLFERS WANT TO  
SHOOT LOWER SCORES**

**SELL IT THROUGH A SCREENING**





# **1: NEEDS ANALYSIS**





**1: NEEDS ANALYSIS**

**2: SCREENING  
( 3 HOLES IN SIMULATOR )**





**1: NEEDS ANALYSIS**

**2: SCREENING  
( 3 HOLES IN SIMULATOR )**

**3: “-50% HCP” OFFER**



2

## HEAD COACH & BUSINESS PERSON





2

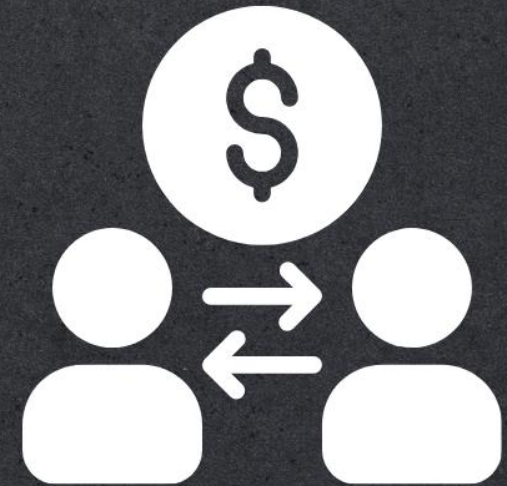
## HEAD COACH & BUSINESS PERSON





2

## HEAD COACH & BUSINESS PERSON



COMMISSION,  
TEAMWORK  
& WEEKLY KPI'S





3

# GETTING PEOPLE TO BUY

**CONFUSED PEOPLE  
MAKE NO DECISIONS**



3

# GETTING PEOPLE TO BUY

**CONFUSED PEOPLE  
MAKE NO DECISIONS**

**GIVE THE INFORMATION &  
CHARGE FOR APPLICATION**

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**SHOOT  
LOWER  
SCORES**

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4

# TOOLS & TESTIMONIALS



**10,2 ⇒ 4,8**  
**på 10 månader**

**"Med Julias hjälp klarade jag mitt mål  
att gå en runda på par!"**  
**- Alexander, 33år**

  
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thenational.se/golfacademy

**juliakretzgolfcoach**  
och  
thenationalsweden

**juliakretzgolfcoach** Alexander klarade sitt mål och halverade sitt hcp 🏆🏆🏆🏆🏆

Vad har vi gjort?

- 📅 Regelbunda lektioner 1 gång/månaden
- 🎯 Spelstrategilektion på banan
- 🏌️ Ändrat svingtempo och svingspår
- 🏌️ Övat wedgar under 75 m
- 🚩 Sänkt antalet puttar i snitt på green från 2,3 puttar till under 2 puttar

Vad gör du för att komma närmare ditt mål? 🏆

#golfsving #golflife #golfstagram #golfdag #golfcoach #goals #putting #utvecklingochlärande #helårcoach #scoring #breakingpar

Har redigerats · 1 v

 **chrisnassil** Wow!! 🏆🏆🏆

1 v 1 gilla-markering Svare

👍 🗨️ 📌

 Gillas av mxpgolf.se och 90 andra  
den 30 januari

😊 Lägg till kommentar...

Publicera



5

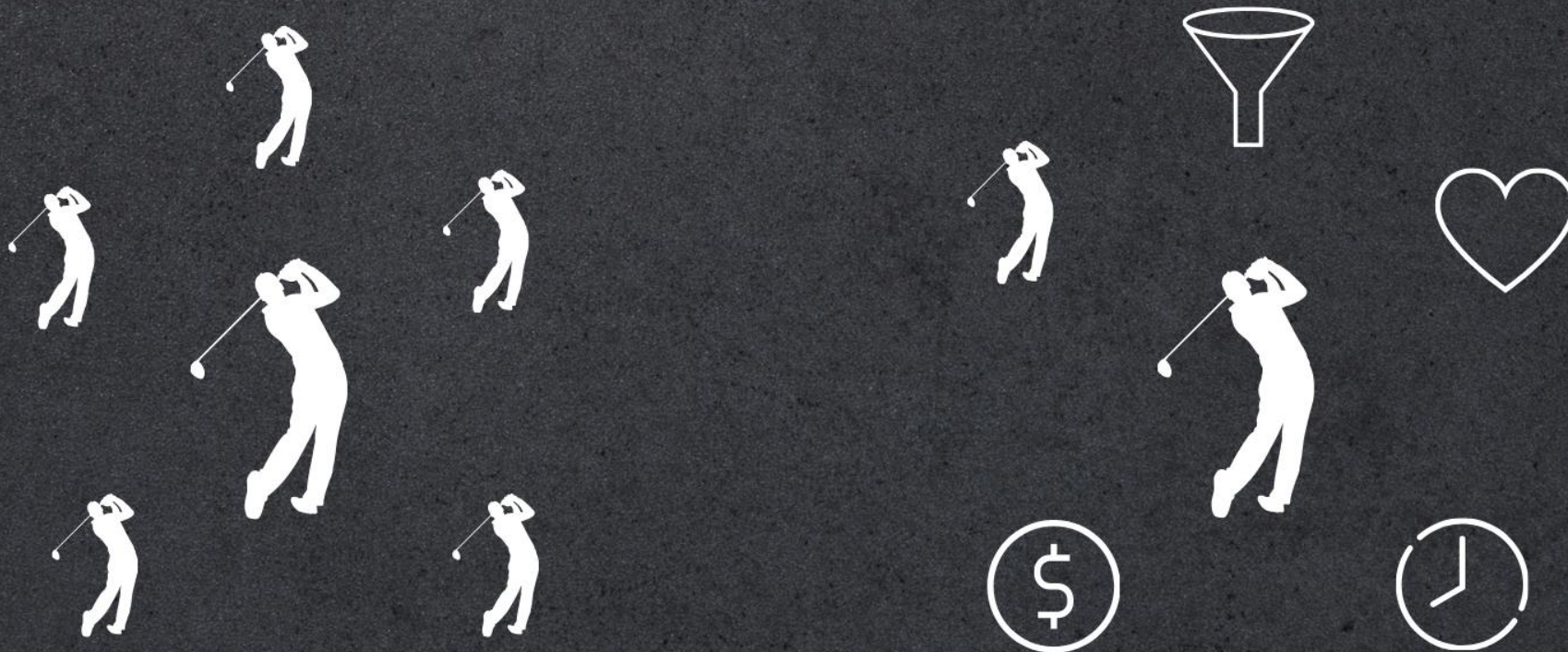
YOU ARE THE SUM OF THE 5





5


# YOU ARE THE SUM OF THE 5











**THE NEXT GENERATION OF COACHES  
CAN TRANSFORM YOU  
MEMBER VALUE & PROFITABILITY  
- IF YOU ARE WILLING TO ADAPT**





Christofer Nassil



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