



August 2016

Warrior Golf Legends

Counter Sales

King's Creek has been a master at selling tournaments and promoting the club through great customer service relations. Patric Flinn has been an integral part in promoting the growth of sales through staff training and constant pitching at the counter and over the phone. King's Creek has been a leader in the Warrior Sales Model and continues to grow daily.

Swinging For Education



On July 16, King's Creek hosted its 3rd annual Swinging For Education Tournament. With a huge tournament, King's Creek was able to host a highly successful fundraising golf tournament and promote the use of King's Creek as a tool for local non-profits.



Work Can Wait - Abby Lukonen, July 14, 2016.

A King among Men

With so many events, tournament bookings and rotating specials, Kings Creek continues to be a strong and steady course in the East Tennessee area. Under the direction of Patric Flinn, Kings has proven itself as a leader among the Warrior Courses and has built a \$107,000 profit so far.

Using targeted planning, Kings has created specials to energize the local consumers and keep them interested in the course. With a dedicated week to each demographic, the course is looking to cater to specialty golfers during the week and drive more business.

Starting off the specials is a Senior Week with weekday only specials to fill the course, followed by a First Responders and Military Week to evoke local patriotism. After June's Ladies Golf Day, a Lady's Week to promote golf among female players was a necessity and rounding out our August will be a residents week to welcome prospective members to the course.