



Michael

Michael Barrow

Relationship Architect at Insurance Associates Inc. and Head Golf Coach at Goldey-Beacom College

Top Contributor

Michael,

If I were you, I would try to get a spot at the PGA Merchandise Show in Orlando, FL. It gives you the greatest exposure possible for a product like yours. Also I would market your mat that you have designed to every driving range in the world. They are the ones that are going to need that added safety feature for the insurance purpose and make the insurance purpose a marketing detail. If someone can save a ton of money on not having to pay claims they are willing to spend extra money on that product.

I know as an insurance agent, that if I am working with a driving range and they have your product I will be working harder to get a lower premium because of the safety features.

Thanks for reaching out to me.

Michael Barrow

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Michael,

Thank you very much for your answer, and I totally agree with what you wrote, especially in regards to entering our product in the PGA Merchandise Show. We are already on our way!! In fact we are currently conducting interviews in an attempt to find the proper support (i.e. amateur or professional spokes person / demonstrator) to present our product at the show. We have no doubt that we will take first prize, especially when you compare our product with the products that won last year at the show. We were in TOTAL disbelief and shock. Just Google it, and you will see why. It is also nice to know that your independent thoughts were also going along this line of appearing in the PGA show.

So we thank you for your indirect support in confirming that a product like ours would be a contender at the PGA show, and has the safety merits to associate ourselves with the possibility of working with insurance companies.

Anticipating a "glut" of business now using your suggestion, we would like to repay your professional kindness and suggestion by directing our new found business your way. May we now refer our upcoming golf course and driving range customers your way as a possible insurance agent who will (as you said) work harder to get a lower premium? And may we also use this written conversation in our marketing?

Thank you again for your support.

Best regards,
Michael Carnell
NeverLostGolf

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