



# *Cart*

## ATTENDANT MANUAL



Bobby Jones<sup>®</sup>

L I N K S

2019 EDITION





NEVER LEARNED ANYTHING  
FROM A MATCH I WON.”



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## CHAPTER 1

### ABOUT BOBBY JONES LINKS

Headquartered in Alpharetta, Georgia, *Bobby Jones Links* develops, owns, and manages golf clubs and resorts.

*Bobby Jones Links* has built a dozen clubs from scratch, working with some of the most famous golf course and clubhouse architects along the way. The partners and key principals that currently comprise *Bobby Jones Links* have experience managing over 200 resort, private, and daily fee clubs all over the United States and overseas. There is no club, large or small, private, resort, or daily fee that *Bobby Jones Links* can't manage.

Regarding our capabilities, we manage all aspects of a club's operations - golf, course maintenance, food and beverage, tennis, fitness, pool, accounting, merchandising, renovation, membership, golf instruction and spa, to name a few. We have experts in advertising and marketing, membership sales, accounting, graphic arts, merchandising and finance.

Today, we have the people, experience and systems in place to grow substantially in the next ten years. We seek to do this by being remarkable and trying harder at everything we do. We are still entrepreneurs. That is what got us here. That is what will ensure our continued success.

And of course, with you joining our Cart Attendant team, we are certain to succeed!



“EXTRAORDINARY  
GUEST SERVICE IS OUR  
PART OF OUR CULTURE.  
YOUR MISSION IS  
TO MAKE GUESTS  
AND MEMBERS  
*happy.*”



## CHAPTER 2

### BOBBY JONES LINKS GUEST SERVICE

This is by far the most important part of this handbook. Extraordinary guest service is our part of our culture. Your mission is to make guests and members happy. You will never, ever get in trouble or be reprimanded for trying to please a guest or member. While we may agree to approach a situation differently in the future, trying and failing is far better than failing to try.

#### SERVICE STANDARDS

- 1) “Yes, is the answer. What is your question?”
- 2) We regularly surprise and delight our customers.
- 3) When a customer says, “thank you,” we always respond genuinely with “my pleasure”.
- 4) We read our members and guests, focusing on their pace and specific situation to deliver a more personalized service.
- 5) We use our customers’ names whenever possible to deliver a more personalized experience.
- 6) We make eye contact first with each customer within eyesight, while sharing a smile, speaking enthusiastically and connecting personally. We believe in interactions, not transactions.
- 7) We use elevated service language to create a memorable experience for our customers.  
We use phrases such as “good morning” and “good afternoon” instead of “hi”.- 8) We answer the phone in three rings or less with a smile in our voice.  
We identify our club and ourselves and ask, “how may I serve you?”- 9) We are empowered to take care of any customer situation that arises.  
We solve issues quickly and go above and beyond to create customer satisfaction.
- 10) Rather than pointing, we escort customers towards their destination until they are comfortable with the directions.
- 11) We make a difference in our customers’ day. We go above and beyond to impact their lives in a positive way.
- 12) Service excellence is a team effort. We step out of our usual duties to assist our teammates.
- 13) We create a positive and supportive team work environment, treating each other with respect and dignity.
- 14) We are responsible to report and correct defects or problems before they affect the customer.  
We deliver product and service excellence.
- 15) Our attire and demeanor reflect positively on our club and brand.
- 16) We respond to customer and associate requests in a timely manner.  
We answer customer emails and voice mails within 24 hours.
- 17) We are *Bobby Jones*. Be positive both inside and out of the workplace and honor his character and legacy.





SOME ABOVE AND BEYOND EXAMPLES

The following are true examples of “my pleasure” guest service by *Bobby Jones Links* Company Cart Attendants:

- A guest left his cellular phone in a golf cart with no identification on it. A Cart Attendant called some of the pre-programmed numbers on the phone until she figured out who the owner was. Then she personally delivered the phone to the guest on her way home from work.
- A guest making the turn came in to buy a hot dog for lunch. However, the staff had just put new dogs on the warmer and they weren’t ready yet. What did they do? The Cart Attendant offered to run it out to him on the tenth hole when they were ready. And they did. And we had a very happy guest.
- A guest locked his keys in his car. A Cart Attendant gave him a ride home to get a new set, even though it was in the middle of a busy day.
- An angry guest complained that his golf cart died on the 15th hole and that he had to carry his bag the last three holes. The Cart Attendant apologized and arrange for the pro shop to give him a certificate for a free round of golf at a non-peak time of play.

Essentially, the above makes us a “my pleasure” type of company. If a guest has a request or complaint, for the most part the answer is: **“It is my pleasure, sir. I’ll take care of it for you.”**



CART ATTENDANT BENEFITS & AWARDS

As a Cart Attendant at a *Bobby Jones Links* club, you may enjoy the following benefits.

DISCOUNTED PURCHASES AT YOUR CLUB

Pro Shop Merchandise

You may purchase pro shop merchandise at a discount at your home club. Pro shop merchandise must be on display for at least 30 days before it can be purchased at this discount. Merchandise discounts are not available at other *Bobby Jones Links* courses.

Food and Beverage

While on duty, purchases of food and beverages may also be purchased at a discount. All purchases must be paid for at the time of sale – no credit is allowed. All purchases made from the beverage carts are always at regular price. Food and beverage discounts are not available at other *Bobby Jones Links* courses.

GOLF PRIVILEGES

In general, these are our *Bobby Jones Links* Cart Attendant golf play policies. They may vary slightly from club to club. Nonetheless, the following are some terrific benefits:

- You may play for no charge at your **home club** on a **space available basis** (without a tee time). Guests playing with you must pay the Cart Attendant guest fee, which varies from club to club. At our private clubs, this play is limited to the day the club is closed, usually Mondays.
- For play at other *Bobby Jones Links* courses, you must have the General Manager or Head Professional of your home club arrange tee times for you in advance. You **will be expected to pay a cart fee and any guests will pay the industry rate.**
- Assistance with tee times for play at *non-Bobby Jones Links* courses must go through your Head Professional or General Manager.

AWARDS FOR EXCELLENCE

GRAND SLAM AWARDS

While your job description asks that you continually seek new and better ways to serve guests and operate your club, we recognize and reward Cart Attendants who have gone beyond the call of duty. *Bobby Jones Links* Cart Attendants who do so become members of our **Grand Slam Club**.

Double Eagle winners receive awards in **\$25, \$50, and \$100** increments. The better the outstanding idea or accomplishment, the higher the award.

CLOVER LEAF AWARDS

Born on St. Patrick’s Day 1902, Bobby Jones received a four-leaf clover medallion from his mother for good fortune. He wore it in every match including on his legendary path to winning the Grand Slam. Each leaf of a four-leaf clover is said to hold a different meaning: hope, faith, love and luck.

Each month at each club, an **associate** is recognized with the Clover Leaf Award. Great ideas, exceptional service, going above the call of duty, etc. win these awards.

A cash award is given, and a reserved parking space awarded for his/her use for the following month.

THE BOBBY JONES AWARD

This is one of our most distinguished awards and the winner is selected from the twelve previous Clover Leaf Award winners. The winner is usually an exceptional member of the team and may come from any club, from any department, regardless of pay, or seniority. General Managers and Department Heads are not eligible for this award. This winner receives a significant cash award and a plaque to proudly display for the year.

“WE’RE APPRECIATIVE  
OF ALL YOUR  
*efforts,*  
EVEN ON THE  
“QUIET DAYS.”







## CHAPTER 4

### THE RULES OF THE ROAD

We have some basic rules at work we'd like you to follow. Not many, but some important ones nonetheless. However, first we want you to know that the Cart Attendant positions sometimes seem thankless. Quite often the only time you are recognized is when there is a problem on the course. Please be aware that *Bobby Jones Links* is appreciative of all your efforts, even on the "quiet days."

#### A FEW RULES

- While at work, please do not use personal cellular phones.
- The consumption of alcoholic beverages on club premises on or off duty is forbidden.
- All Associates, including Cart Attendants, are required to park at the far end of the clubhouse parking lots, thereby saving the best spaces for our guests.
- Due to the nature of our business, you may be sent home during off-season and on poor weather days. However, you are expected to report for work regardless of the weather conditions unless your supervisor instructs you otherwise.
- It is your responsibility to report any safety hazard to your supervisor. Tripping hazards, potential fire hazards, exposed jagged edges, wet floor -- anything you perceive as a hazard -- should be reported immediately.
- If you are injured on the job, you must report the accident to your supervisor immediately.
- Smoking by Cart Attendants must be done in designated areas and only during breaks. Smoking in the presence of members or guests is prohibited. Chewing tobacco is also not permitted.
- You must wear the nametag and uniform provided to you.
- If you will be absent for anything other than illness, at least one week's notice is required.

#### DISMISSAL FROM THE CART ATTENDANT PROGRAM

Unfortunately, dismissal can occur for many reasons, but the most important ones are as follows:

- Being absent or late for work without notifying your supervisor.
- Being rude to a customer or member.
- Theft of club inventory or funds.
- Having a bad attitude at work.
- Not offering great guest service.



## CHAPTER 5

### HOW TO BE A GREAT CART ATTENDANT

Your job is one that positively affects the golfers experience. Quite often, you are the first and last point of contact with many of our guests and members. You have the opportunity to influence guest satisfaction during a round as much as anyone on our team.

#### QUALITIES OF A GREAT CART ATTENDANT

Cart Attendants must have superior people skills to ensure that their golfing experience is a pleasant one. You must also be able to:

- Offer outstanding service
- Hustle, hustle, hustle
- Keep your work area clean and well organized.
- Operate a cart and range picker safely
- Have a basic knowledge of the game of golf
- Be willing to put in the extra effort to get the job done right



#### BE READY

- Arrive to work on time for your shift with the proper uniform and nametag. Please, club uniform only, no other club logos or apparel is to be worn while on duty.
- Check the weather forecast. Be prepared for the day's weather.
- Clock in for your shift and check-in with your supervisor so they know you are on duty.
- Pick up a radio and get a copy of the daily tee sheet for your use on the course.

#### STARTING THE DAY

- Pull out enough carts for the morning and stage in neat, orderly rows.
- When you unplug the charger, carefully coil up the cord and hang it on the rack above. Do not let it hang down, where it could get caught by a cart being pulled out.
- Each cart should have a new scorecard and pencil on it. At some clubs, this may also include clean towels.
- The cart should be very clean and free of all dirt and trash.
- When greeting guests you must greet them at their car. Unload their clubs and either put them on a cart or on the bag rack. Run if you have too, but don't let them do this by themselves.
- When you put the bag on the cart, make sure it is strapped in tight. Many a Cart Attendant has forgotten to do this and angered a guest. It's embarrassing too!
- Thank the guest and direct them to either the driving range or the tee.



- When working later day, and when the golfers are coming back into the staging area, clean each set of clubs and unload the guest's bag, putting it on the bag rack or carrying it to their car for them.
- One or more of you will have a radio to talk to the pro shop and the Starters and Rangers. Use it often to update them regarding guest arrivals, changes in pairings, or problems in your area.

**WORKING THE DRIVING RANGE**

- Your job is to set-up, pick, and clean the driving range and putting green areas. When setting up the range, everything should be in precision order and line-up. All the time!
- Pick the range as needed so the guests all have range balls to hit. Wash the balls before putting them out for use.
- Drive the picker safely, away from bunkers, flagpoles, and steep slopes. Particularly the flagpoles, which are easier to hit!

**THE PUTTING GREEN**

- Keep the putting green clean and free of unused balls. Check it several times during the day.
- At the end of the day, the putting and practice greens should be perfectly clean, picked of all balls, flags should be in, and read for the next day.

**CLUB RENTAL**

- When a guest rents a set of clubs, you must check the set for completeness before they go out and when they come back in.
- If a set or club is damaged or a club is missing, please report it to the pro shop immediately so they can discuss it with the guest.

**ENDING THE DAY**

- When putting carts away, clean them thoroughly. Wash the entire cart, making it look perfect for the next guest. Don't ever, ever put away a dirty cart.
- Wash the battery well too. Lift the cart seat and gently spray off dirt and grass off the tops of the batteries.
- When you put the carts away, put them in an orderly, precision like manner. Your club may even have designated spots for carts based on their number.
- When you plug in the charger cord, listen for the "click," meaning the charger is on and working.
- If a cart is broken or in need of some kind or repair work, write down the cart number and work needed on the repair board or log located in the cart storage area. The mechanic will use these notes to repair the carts as needed.
- Clock out, turn off all the lights, and close the cart storage area securely.

**IMPORTANT THINGS TO REMEMBER**

- Always keep the cart and range areas perfectly neat and clean. This is your job. If you have time to lean, you have time to clean! Sitting in a cart and doing nothing is not the part of Mosaic's great service and presentation.
  - Be very careful when driving the carts. For you own safety. But also to limit golf cart damage. Unfortunately, more damage to carts occurs pulling them out and putting them away than is done by our guests.

*“Offer  
OUTSTANDING  
SERVICE.”*

**A TIP ON TIPS**

The amount of tips you earn is directly proportional to not only offering your guests great service, but to how much you smile and talk to them as well. The friendlier you are, the more you will make!



**CART ATTENDANT INTRODUCTORY ASSESSMENT**

**Cart Attendant Name:** \_\_\_\_\_

**Date:** \_\_\_\_/\_\_\_\_/\_\_\_\_

**1. Name your five favorite Service Excellence Standards of the 17 that we work by.**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

**2. What is the one thing you must say whenever a guest thanks you?**

\_\_\_\_\_

**3. What are four other rules of guest service for our Cart Attendants?**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_



4. If you are injured on the job, you should report it to your supervisor?

- ☐ Immediately.
- ☐ Within 12 hours.
- ☐ Within 24 hours.
- ☐ Only if it requires treatment by a doctor.

5. Which of the following is true?

- ☐ Guests do the most damage to golf carts.
- ☐ We pick the driving range once per day.
- ☐ The amount of the tip is proportional to how much you talk to your guests.
- ☐ You are allowed to play during their shift if the course is slow.

6. When guests drive up to the club:

- ☐ Unload their bag. Run to greet them in the parking lot if you have to.
- ☐ Wash their clubs.
- ☐ Put free tees in their bag.
- ☐ None of the above.

7. When arriving for work, you must:

- ☐ Be wearing the proper uniform and nametag.
- ☐ Plug in the cart chargers.
- ☐ Recite the 17 Service Standards.
- ☐ Put your cell phone on vibrate.

8. When parking your car in a clubhouse parking lot, you should:

- ☐ Park anywhere you want.
- ☐ At the far end.
- ☐ In the first available space.
- ☐ In the handicap space if the lot is full.

9. You should always report to work no matter what the weather conditions:

- ☐ True
- ☐ False

10. One of the most important tasks great Cart Attendants carry out is:

- ☐ Making sure the carts are clean and parking in neat rows.
- ☐ Communicating often with the pro shop and starters.
- ☐ Loading and unloading every guest's bag.
- ☐ All of the above.



SCORE:

\_\_\_\_ out of 10

Equals \_\_\_\_%



MUCH AMBITION IS A  
BAD THING TO HAVE  
IN A BUNKER.”



*Bobby Jones*<sup>®</sup>

L I N K S

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