

Precision Golf Ambassador Programme

Updated January 2025



Precision Golf Ambassador Programme

Word-of-mouth referrals have been the mainstay of Precision Golf's success and growth since we first opened the doors in 2005. Our continued ability to provide an industry-leading service relies in no small part on the generosity and loyalty of our clients. In recognition of this amazing support, we have introduced our Ambassador Programme to reward client referrals with "Precision Points". The Points are earned on a per-referral basis and are eligible to be redeemed against future fitting or equipment purchases at the PG Studio.

The details of the Ambassador Programme are set out below, along with some examples of how the Programme could reward a client sending multiple referrals our way. As ever, we have to set out a few T&Cs to ensure everything works smoothly, but the simple intention is for this to be an easy win/win for our Ambassadors and Precision Golf. If anything about the Programme is unclear, please get in touch and we'll be happy to clarify how it works.

Programme Membership

Any existing client is entitled to become a member of the Precision Golf Ambassador Programme. Simply notify us that you would like to be added and we will set you up. There's no online portal or app registration, we'll simply add you to our Programme database. In addition to any direct communication between us, from time to time you'll receive email updates on the Programme, plus news of any particular events or equipment updates that may be of interest.

Who can be referred

Anyone not previously a customer of Precision Golf is eligible as a potential referral - simply double-check that they've not been to see us for a fitting or have otherwise paid for PG's services. To qualify as your referral, clients must visit the studio for their fitting and then proceed with Precision Golf recommendations to either re-shaft existing club-heads or have new equipment hand-built.

Precision Points

As an Ambassador you will earn Precision Points according to the type of fitting booked by your referral and their related equipment purchases. Points are awarded on a per fitting basis, and are calculated in relation to our advertised fitting prices, as shown in the table below:

Fitting Booked	Fitting Fee*	Precision Points Awarded
Full Bag Fitting (3.5 hrs)	£345	172.5
Iron Fitting (2hrs)	£205	102.5
Wood Fitting (2hrs)	£205	40 per club build / re-shaft
Driver Fitting (1.5 hrs)	£150	75
Single Fairway Wood Fitting (1.5 hr)	£150	75
Hybrid Fitting (1hr)	£100	50
Wedge Fitting (1hr)	£100	50
Putter Fitting (1.5hr)	£150	75**

* Pricing as at January 2025

** New putter only, not valid for re-shaft / re-grip

In the instance of a fitting where your referral proceeds with only part of Precision Golf's recommendations, we will only award Points for that part of the bag. For example, if a client books for a Full Bag fitting, and only has a Driver re-shaft carried out, the Points awarded will be 50% of a Driver fitting. If a client has a full bag fitting and then goes ahead with a driver, irons and wedges, the sum of the fees may not exceed the total referral fee for the original appointment.

Clients must have collected equipment and settled any outstanding balance in full before any Precision Points are eligible to be allocated to your Ambassador account. We just require you to provide us with a list of referred client names and the dates of their fittings, which must've been within the last six months, to verify the referral and determine the fees which are converted to Precision Points. More importantly this will ensure no-one has been

missed, as often clients just say they heard of us by “word of mouth” and will never give a name. We’ll track your accumulated Precision Points on your behalf and will be able to give an update on your balance at any time.

Please remember that Points are awarded only to new clients of Precision Golf, and apply only to their initial fitting/visit. If someone you successfully refer to PG subsequently returns for further fitting appointments (over the years, most do!), no further Points will be generated for you.

Redeeming Precision Points

Precision Points are converted 1 Point = £1, and can be redeemed against any future equipment or fitting purchases. Simply notify Precision Golf that you intend to redeem Points when you book a fitting or are sent a quotation, and we will adjust the invoice accordingly. Please note that Points cannot be redeemed against the following minor equipment changes and services:

Regripping
Change in club length
Re-swingweighting
Wedge grinding/porting
Loft/lie alterations
Trackman Gapping

Trackman Combine Test
Trackman Simulator Hire
Personal Training
Swing Coaching
Biomechanics

Please note it is not possible to “cash out” Precision Points.

Example of how Precision Points may be accumulated

To understand the potential value of your referrals, consider the following illustration:

Over the course of the next twelve months, you successfully refer five friends to Precision Golf. Three book a full bag fitting, one books an iron fitting and one books a putter fitting. In each case, they go ahead with new equipment:

Your Name		Ambassador since: August 2023			
Referral name	Fitting type	Fitting date	Collection date	Precision Points awarded	Precision Points Balance
Tyrell Smith	Full Bag Fitting	26/8/23	3/10/23	172.5	172.5
Jordan Zalatoris	Iron Fitting	12/9/23	21/10/23	102.5	275
Cameron Spieth	Full Bag Fitting	7/12/23	24/1/24	172.5	447.5
Will Woods	Full Bag Fitting	6/3/24	13/4/24	172.5	620
Tiger Hatton	Putter Fitting	17/6/24	3/8/24	75	695

After 12 months, you've accumulated 695 Precision Points. These could be held on account, redeemed against a driver fitting with the balance of 545 points held on account, or perhaps redeemed completely against the fitting and purchase of a new driver.

Your assurance

Every client you refer to Precision Golf is in the best hands, and we are confident that they will have a fantastic experience at the Studio. Our philosophy at PG is that if we cannot improve on a client's existing equipment, we will let the client know. But if equipment is worn or there is room for improvement, our fitters will find the best solution. Not only are we able to re-shaft any existing equipment if required, but also hand assemble bespoke equipment on-site from every brand. Similarly, if we identify a particular swing characteristic that if addressed will have a greater impact on performance than any equipment changes, it is our job to draw this to the client's attention.

All of our recommendations are supported by TrackMan data and we guarantee the performance of every club we build, so that clients are at zero risk of investing in premium bespoke equipment that does not perform. From experience, we have found that correctly fitted and built equipment translates not only into better performance on the course, but also into more effective coaching since a player is not having to battle an equipment issue, such as incorrect shaft weight. In some cases, as little as 5 grams in ill-fitting shaft weight can make or break timing and performance.

Next steps

Should you have any further questions please don't hesitate to call Precision Golf on 01932 977777, and ask for James. Just for peace of mind, please know that any level of referral is greatly appreciated and our offer stands regardless of the number of referrals you are able to provide.

To activate your membership of the Ambassador Programme, please let us know by return that the above is acceptable, and we look forward to developing this relationship with you.

The small print

Precision Golf reserves the sole right to amend or halt the Ambassador Programme at any point, without notice. In the event that the Programme is finished with any unspent Points still against your name, Precision Golf will endeavour to honour the value of those Points. Points will remain on your account until redeemed. Note that by joining the Ambassador Programme, you automatically waive any right to legally pursue Precision Golf for the value of any outstanding Points.

