

The Golf Ball An Integral Component of Any Fitting

Professional club fitters typically look at several major components during a fitting session. The player's ability, club head, golf shaft and typical playing environment are the most common items under review. Often times, though, when you have concluded a fitting, and believe you have achieved your ultimate goals it is time to place the order. STOP. Did you overlook the customer's ball of choice?



Vector Pro Tip



Set Balls as Items: Instead of using the item field to compare clubs, enter different balls as the items to compare spin, ball speed, and overall ball flight characteristics.

Many fitters perform all of their fitting with a range or standard ball of their choice. How many of your customers play a range ball? When your customer doesn't use the same ball as you fit with the results can be dramatically different from what that player might see when they go out to the course for the first time with their new equipment. Since many golfers today have not taken advantage of the newest golf ball technology, now is your time to truly do your customer a service.

TAKE OUT THE GUESS WORK

A FEW MORE TEST SWINGS ON THE VECTOR PRO LAUNCH MONITOR CAN SOMETIMES MEAN 8-10 YARDS DIFFERENCE OFF THE DRIVER, OR IT MAY MEAN THE DIFFERENCE BETWEEN THE CUSTOMER BEING ABLE TO HIT AN ADDITIONAL 2-3 GREENS PER ROUND.

Taking into account their goals, swing type, and swing speed evaluate what type of ball you feel would be best for them. Is their current ball of choice too firm or too soft? Do they need a different cover type for more or less spin? Is it the right ball for their typical club head speed?

The bottom line is that golf balls contain as much technology or more than the clubs of today, so don't short change your customer by not giving them the opportunity to take advantage of the best products for their game