

P.O. Box 82000
Phoenix, Arizona
85071-2000

602-687-5000 phone
602-687-4482 fax
www.pinggolf.com

PING

A Karsten Subsidiary

Nebraska PGA Special Awards Selection Committee
Nebraska PGA Section
610 J Street, Suite 10
Lincoln, NE 68508

To the Nebraska PGA Special Awards Selection Committee:

It is truly an honor being nominated for the Nebraska PGA Section Sales Representative of the Year Award and it is with great pride that I am submitting my information for this prestigious award! It was an uncertain year in 2020 with COVID-19 and it has taught me to be grateful for what my family has and enjoy the smaller things in life. I am extremely blessed to be a Sales Representative for PING Golf and being able to work side by side with the outstanding PGA Professionals in the Nebraska PGA Section! I applaud everyone in the Nebraska PGA Section for the commitment you brought in growing this great game of golf during this pandemic and giving us all a sense of normalcy when we needed it most when we stepped onto the Nebraska PGA Section Golf Courses and Shops in 2020! I have had the privilege of being a Sales Representative in the Nebraska Section for 6 years and have built business relationships and friendships with many Nebraska PGA Professionals. I am proud of my involvement with the Nebraska PGA Section and these relationships are what I value most in my business profession!

Back in 2019, PING Golf realigned the Nebraska territory for better service coverage to have a greater local representative's presence in the Nebraska PGA Section. In making this change, I have been able to spend more quality time with my accounts and visit with Nebraska PGA Members more frequently who has supported PING Golf and fitting services in this important territory while helping grow our beloved game of golf.

As most of you know, PING took safety precautions to help aid in slowing the curve of COVID-19 and all Sales Representatives were pulled off the road for most of March, April, and May. During this time our PING Campus in Phoenix was closed as well and all of us Sales Representatives took on the tasks of all our internal teams from Customer Support, Credit, and many more areas since the state of Arizona issued a "Stay Home, Stay Safe" Order. On May 18th we were able to get back out in the field and resume our day-to-day travel, appointments, exc. With the pandemic still ongoing, PING allowed us Sales Representatives to restart our Fitting Events Only Initiative which allowed one-on-one fitting appointments with the necessary sanitizing/safety steps in between appointments to ensure the safety of your members, consumers, and PING Sale Reps. The Fitting Events were a success for both the golf courses, shops, and PING as we saw a 92% conversion rate in sales.

Though 2020 is a year we will never forget there are many positives that came out of it in the golf business/sales aspect side. Even though we were on a "Stay Home, Stay Safe" Order I was able to log over 507 visits in my territory in 2020 safely and effectively when I was given the green light to resume day-to-day activity. As mentioned earlier, we were able to have a 92% conversion sales rate at the 52 PING Fitting Events from May 18th to August 1st. Fitting Events was one of the major focus' in my territory during the months of May to August as it was important to our PING accounts and to their members being custom fit and playing their best golf! Many Nebraska PGA Section PING Accounts recorded record "in shop" sales #'s from June to December while increasing custom fitting orders to record levels in 2020.

Nebraska PGA Section PING Accounts also outperformed regional performance by product sales in Drivers, Fairways, Hybrids, Irons, Wedges, and Cart Bags categories in 2020. And to add to the list of continuing positives that came out of 2020 is the largest prebook ever recorded in the Nebraska PGA Section! I believe all the above positives in 2020 is because of the business relationships built and friendships made within the Nebraska PGA Section!

Thank You to those who nominated me for this prestigious award and for allowing me the opportunity to submit my nomination qualifications for the 2020 Nebraska PGA Section Sales Representative of the Year Award! PING Golf has been a proud partner of the PGA of America dating back to PING's founder and recently awarded PGA of America Hall of Fame Class of 2019, Karsten Solheim! Once again, I am truly blessed to be a Sales Representative for PING Golf and to work alongside the amazing PGA Professionals in the Nebraska PGA Section!

Best Wishes,

Matt Geschke
PING Field Representative NE, SD, Western IA



December 31, 2020

Nebraska PGA Section Awards Selection Committee-

It is with great pleasure that I am writing this letter of recommendation on behalf of Matt Geschke of Ping Golf as a candidate for the 2020 Nebraska PGA Section Sales Representative of the Year.

Matt has been a tremendous asset to our staff and Club over the past few years. We've seen our sales and Ping's representation in our shop climb dramatically each year. As a Callaway Master staffer, it should say a lot that I am recommending a sales representative from an alternate manufacturer! His incredibly friendly and "can do" attitude has been an absolute pleasure to work with.

To me, the best sales reps have to embody these traits; be accessible, make sure the staff has ample product knowledge, assists us in going the extra mile for a member or guest and at the end of the day has to care about pros and their business. Matt does all of these at a very high level. He would represent our Section well and in my opinion, is very deserving of this wonderful distinction!

Congratulations on your interest in Matt. If there are any questions that I can answer about Matt and his experience at the Country Club of Lincoln, please do not hesitate to ask.

Kind Regards,

A handwritten signature in black ink, appearing to read 'N. J. Muller'.

Nick J. Muller
Director of Golf
Country Club of Lincoln