

As well being the director of instruction for Harold Swash Putting I also perform a role for Yes! Golf C Groove Putter on the European Tour as a representative.

Rather than just turning up and offering free product we go a step further focus on offering a service. This basically involves ensuring where possible that we fit the players putter to suit their strategy. This may sound basic, and you may have assumed this happens naturally, but trust me this is not how many other putter manufacturer's work. I think this is one of the reasons Yes! Has been so successful in recent years and has built up a strong tour presence.

One of the systems we use which has been a great help in the achieving the level of service we offer is the SAM Puttlab.

The SAM Puttlab and the accuracy and ease at which it measures the key parameters of the putting stroke such face angle, path, rise angle, change in shaft angle, rotation of the face amongst many give us a fantastic tool. This information really helps us establish what length, lie, loft and balance of the putter the player requires to maximise the efficiency of their putting stroke.

For those guys that want to go a step further the SAM is also a valuable coaching tool. Through my role also as a PGA coach I also work with many of the tour players on their technique too. At an event or back in the studio in Southport, the SAM system allows us to build a library of specific data for the player so we can track the player's development and keep check on their progress.

In the initial analysis the system obviously gives us vital information to see what the player can improve on. When working on technique the SAM system is always used alongside video analysis, which then gives us a very powerful set up to accurately assess 'cause' and 'effect' when working with an player on any problem areas.

All in all the system has been well received by the players on the tour whether it is for custom fitting or coaching.