MARK BENTLEY IMPLEMENTS BLAST MOTION TECHNOLOGY AT MB GOLF STUDIO

PGA Professional Mark Bentley, owner of MB Golf Studio, implemented the Blast solution to run his business and improve putting for students in the UK. He found that Blast delivers a complete training solution that helps him manage his student portfolio, improve player performance, and introduce a lucrative remote coaching offering into his business. The Blast platform provides Mark and his students with a practical way to stay motivated and work on drills while apart, making studio time highly efficient.

“What the ball does is the only thing that matters in golf. Some players just want to know what they need to improve, others want to know the ‘why’ behind the ‘what’. The Blast data shows what and why the ball behaves as it does. Blast information helps give them the answer and is simple to explain, without information overload.”

MARK BENTLEY, PGA Professional & MB Golf Studio Owner

PROBLEM

Mark has spent the last three years creating and implementing a putting protocol that has helped hundreds of players at all levels. He had invested heavily in an advanced putting training system, but found the lack of portability, complexity of set up, attachment to the putter, and temperamental nature of the system was a challenge. Because his lessons occur both in-studio and on course, he began searching for a technology that was not only accurate, but also portable and able to be used by his students when training individually. He wanted a solution that could be used both in practice and on course, and one that wouldn’t alter the playing characteristics of the club when in use. While searching for a solution that met his needs, Mark discovered Blast.

SOLUTION

The end-to-end solution that Blast delivers was exactly what Mark was looking for. The Blast Golf sensor captures accurate swing and stroke metrics overlaid on video in a user-friendly app. Mark and his students are able review information immediately, in an easy to understand format. The affordability and portability of the solution allows his students to use Blast both in-studio and outside, enabling Mark to provide data-driven feedback in any environment, rather than relying solely on his educated eyes.

Blast’s web / mobile-based suite of coaching tools was a game changer for Mark, enabling the creation of MB Golf Studio’s online academy. Through his online Blast Connect portal, Mark communicates with his students individually, monitors their practice performance, tracks progress on custom assessment, and creates individualized training plans for his players.
IMPLEMENTATION
Mark immediately implemented Blast’s end-to-end solution into his business and works daily with the technology, utilizing the videos in Blast’s online training center to introduce each of his students to the tools they’ll be using in their practice. The ease of use and portability of Blast technology is key to getting his students on board. He teaches them the importance of the information, focusing on timing, its effect on other metrics, and how this relates to their game. Once the sensor goes on and the work begins, Mark’s students immediately see the value in the information and are quick to adopt the technology. Many have purchased a sensor of their own, enabling individual training and maximizing the effectiveness of their time with Mark in the studio.

“I’ve improved as a coach, learning how the relationship between time, speed, and direction affects a player’s consistency. Timing was the missing piece of the jigsaw, and .60 - .30 second was a eureka moment. It puts a value to a good putt so players know what it feels like and looks like.”
-- Mark Bentley

RESULTS
Since working with Blast technology, Mark has not only seen his business grow, but his students have seen a dramatic improvement in their putting. Blast provides him with a unique selling point that others don’t have, enabling him to attract more players of a higher caliber of play. The technology has also allowed him to provide elevated levels of support and engagement, while creating new revenue streams by working with students remotely.

“Blast stands apart from any tool out there. It allows players to train at home and connect with their coach anywhere in the world. It’s in the bag of Tour Players and I can recommend it with the highest confidence knowing that customers will be satisfied.”
-- Mark Bentley