

I've been bowling for 21 years now and with an average in the low 220's, I have gotten to the talent level where I'm confident bowling in very competitive leagues and tournaments. I'm not saying this to stroke my own ego but rather to place myself into a large group of bowlers who, I feel, could benefit from the same revelation I just had today.

I was on bowl.com looking up average history for myself for a tournament application when I noticed something - an 18-month "dry spell" in honor scores. This was despite maintaining a constant average of 220 before, during and after this time period. This puzzling contradiction can only be explained by one circumstance that also occurred during that same time frame...

Like many bowlers of my caliber, I've amassed a network of pro-shop owners, bowling alley proprietors, and friends-of-friends who have gotten me access to equipment. It's this same network that told me under whispered breath how I could obtain a bowling ball at cost directly a distributor and have it drilled out of someone's garage. Logic led me to believe that it would save money and since I'm copying my existing drill pattern, I'll bowl well with it. For 18 months, this is how I obtained my equipment. This was also the same 18 months that my average remained constant, but I didn't have any honor scores and I wasn't winning any jackpots in my leagues or tournaments.

I was introduced to you when I decided to increase my competition in sport shot bowling and knew very little about the types of equipment or adjustments to make on that kind of condition. My "network" wasn't up to date on the latest bowling equipment either, other than what was "popular", and they didn't have the coaching credentials to help me.

Within 15 minutes of stepping into your shop, I was impressed. Your knowledge of the latest equipment was exceptionally informative but what I liked most is knowing the difference between what ball is doing very well for a lot of people and what ball will do well FOR ME. I'm also very fond of being able to demo bowling equipment and your exceptional dedication to ensure my satisfaction with my purchase.

In the brief period of time I've been doing business with you, I've purchased 3 bowling balls for myself...and all 3 paid for themselves within 2 weeks. I've also put an end to my "dry spell" of honor scores. My most recent purchase, the Brunswick C-system 2.5 - again, not a popular ball but one you (and Lisa) knew would work well for me and my style - has been particularly good in my hand. I've won over \$2,000 in tournaments and leagues in just two months and recently, used it to bowl a 900 series in a 9-pin no-tap fundraiser.

My revelation is that I wasn't saving money by using "my connections", I was losing it. I was also doing damage to my scoring ability. Saving in the short run cost me in the long run. You and your team got me out of the logic trap and back into winning territory.

Thank you for doing what you do and I look forward to continuing our mutually rewarding relationship.

Sincerely,

Robert Raymond