



PGA FEATURE

What's Selling

PUBLIC FACILITIES

This monthly installment is intended to educate PGA Professionals about the hottest selling golf shop items across the country. We polled the 2000-10 PGA Section Merchandisers of the Year in the public, private, and resort categories, plus Association of Golf Merchandisers (AGM) members. A summary of the public facilities' responses appears below. Please remember that this poll is based on a limited number of responses and is an informal measure of actual performance. For the apparel, outerwear and headwear categories, the chart below reflects a breakout of facilities with green fees above and below \$50.



Ashworth apparel Bushnell accessories Cobra drivers

Retailing Best Practices

Successful Displays

Use lots of props and lots of mannequins, especially the full body mannequins. Items such as these give the shop a "real life" feel that the consumer will find attractive. You can sell a lot of product by having it displayed attractively on a mannequin that wouldn't normally sell simply folded on a table.

Game On

Being a public as well as a university golf course, we have a unique situation that we take advantage of. On game days, I have my retail staff wear merchandise from our team shop in order to generate more last-minute sales before the game starts. This has proven to be very successful for us.

Public Top Sellers

Women's Apparel (<\$50 green fee)adidas, Nike, Under Armour, Cutter & Buck
Women's Apparel (>\$50 green fee)adidas, Cutter & Buck
Men's Apparel (<\$50 green fee)Nike, adidas, Cutter & Buck, Ashworth, Greg Norman Collection
Men's Apparel (>\$50 green fee)adidas, Greg Norman Collection , Nike, Polo
Outerwear (<\$50 green fee)FootJoy
Outerwear (>\$50 green fee)FootJoy, Nike, adidas
FootwearFootJoy, adidas, Nike
Headwear (<\$50 green fee)Titleist, Nike, Pukka Headwear, Callaway, Ping
Headwear (>\$50 green fee)Imperial Headwear, Pukka Headwear, Ahead
AccessoriesAhead, Bushnell, CMC Golf, Golf Design, Life is good, Sundog Eyewear
Golf BallsTitleist Pro V1, Titleist Pro V1x, Bridgestone, Callaway
DriversPing, TaylorMade, Titleist, Callaway, Cobra
Fairway WoodsTaylorMade, Ping, Callaway, Cobra, Titleist
HybridsCobra, TaylorMade, Ping, Callaway, Titleist
IronsPing, TaylorMade, Callaway, Titleist, Mizuno
WedgesTitleist Vokey, Cleveland, Callaway
PuttersScotty Cameron, Odyssey, TaylorMade, Ping

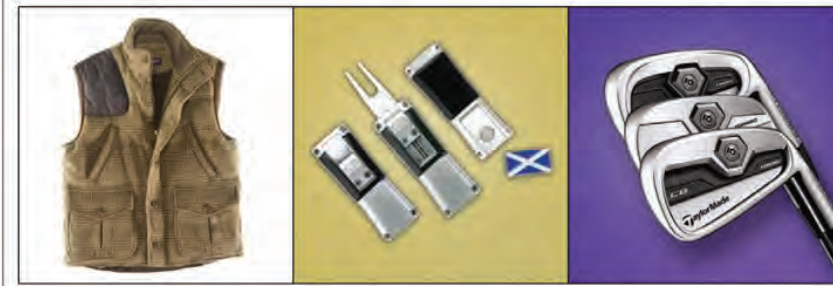
Companies to look for: Girls Gone Golfing, BeeJo / Luco Sport

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PRIVATE FACILITIES

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Polo outerwear CMC Golf accessories TaylorMade irons

Retailing Best Practices

Start a Leasing Program

We started a trade-in program for used golf clubs a few years ago that has really sparked hard good sales. Members are allowed to try all of our golf clubs on the range or on the course. Once a member makes a decision on which club(s) he wants to purchase, we allow him to trade in old clubs to help pay for the new ones. When we receive the used golf clubs, we list them on eBay at the current selling price and apply 75 percent of what the club sells for to the new purchase. This covers the fees associated with selling clubs on eBay. What a great opportunity for members to keep up with current technology without a big investment each year! This also allows us to keep plenty of merchandise on hand to let members try any club they would like.

Maintaining Relationships

We pride ourselves in personalizing our relationships with members. We offer birthday discounts, complimentary alterations, invites to special rep appointments and annual holiday nights in the golf shop. The key to a successful business is the relationship that you create and the follow up you maintain.

Private Top Sellers

Women's ApparelTail, Nike, Polo, Sport Haley, EP Pro
Men's ApparelPeter Millar, Nike, Fairway & Greene, adidas, Greg Norman Collection
OuterwearFootJoy, Zero Restriction, Under Armour, Levelwear, Cutter & Buck, Polo
FootwearFootJoy, Ecco, adidas, Nike
HeadwearImperial Headwear, Pukka Headwear, Ahead, American Needle, Town Talk
AccessoriesBushnell, Iliac Golf, Navika USA, Callaway, CMC Golf
Golf BallsTitleist Pro V1, Titleist Pro V1x, Bridgestone
DriversTaylorMade, Titleist, Ping, Cleveland, Cobra
Fairway WoodsTaylorMade, Ping, Titleist, Callaway, Cleveland
HybridsTaylorMade, Cobra, Ping, Callaway, Adams, Titleist
IronsTaylorMade, Titleist, Ping, Callaway, Cleveland, Mizuno
WedgesTitleist Vokey, Cleveland, TaylorMade
PuttersScotty Cameron, Odyssey, Ping, TaylorMade

Companies to look for: Swiftwick, TRUE linkswear

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RESORT FACILITIES

This monthly installment is intended to educate PGA Professionals about the hottest selling golf shop items across the country. We polled the 2000-10 PGA Section Merchandisers of the Year in the public, private, and resort categories, plus Association of Golf Merchandisers (AGM) members. A summary of the resort facilities' responses appears below. Please remember that this poll is based on a limited number of responses and is an informal measure of actual performance.



EP Pro apparel Titleist Pro V1 golf balls Ping wedges

Rewarding Competitions

Each month a particular vendor is selected for some friendly competition among the golf shop staff. A new product or piece of apparel is selected and the competition is to see who can sell the most product in a month. A tally sheet keeps the daily score. The winner is awarded with whatever the monthly promotional product may be, such as a pair of shoes, sunglasses or a shirt.

Think to Ask

My staff asks every customer who checks in for his or her round if he needs any golf balls. There are quite a few of those customers who ask, "What is on sale today?" Asking a simple question has helped to increase our ball sales significantly.

Resident Experts

Each of our golf professionals at the resort represents a different equipment manufacturer. Instead of the staff knowing a little something about every equipment manufacturer, we now have a "resident expert" for each manufacturer. It is their responsibility to know the products so they can educate, train and answer questions when necessary. It has even sparked a friendly rivalry regarding which manufacturer has the best quality and customer service.

Resort Top Sellers

Women's ApparelNike, adidas, EP Pro, Tail, Greg Norman Collection , Polo
Men's ApparelNike, adidas, Greg Norman Collection , Peter Millar, Under Armour
OuterwearFootJoy, Sun Mountain, Nike, adidas
FootwearFootJoy, Nike, adidas, Walter Genuin, Callaway, Ecco
HeadwearAhead, Imperial Headwear, Pukka Headwear, American Dry Goods, Titleist
AccessoriesCMC Golf, Ahead, Tica Sport Leather Accessories, Maui Jim, Vera Bradley, YRI
Golf BallsTitleist Pro V1, Bridgestone, Titleist Pro V1x, TaylorMade, Nike
DriversTaylorMade, Callaway, Ping, Titleist, Nike
Fairway WoodsTaylorMade, Callaway, Ping, Nike, Titleist
HybridsTitleist, Ping, TaylorMade, Cobra, Callaway
IronsCallaway, Ping, Titleist, Nike, Mizuno, TaylorMade
WedgesTitleist Vokey, Ping, Nike, TaylorMade, Callaway
PuttersScotty Cameron, Ping, TaylorMade, Odyssey, Nike

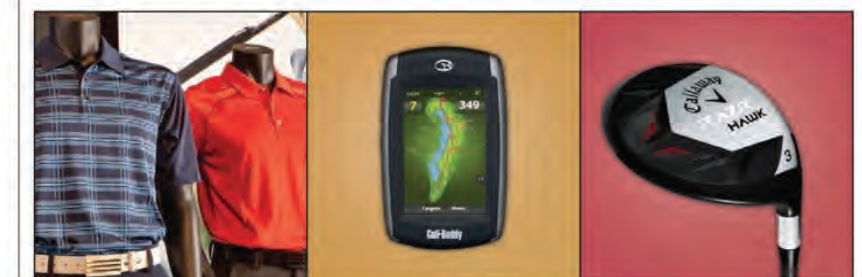
Companies to look for: Coverups, SIK Golf

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OFF-COURSE FACILITIES

In an effort to keep PGA Professionals more informed on the hottest-selling golf merchandise, *PGA Magazine* is now surveying all PGA Professionals who work in off-course retail centers for the best-selling products in their respective stores, plus AGM members. A summary of the off-course retailers' responses appears below. Please remember that this poll is based on a limited number of responses and is an informal measure of actual performance. Note that the chart below reflects Off-Course top-selling products. Store-owned brands are not included.



adidas apparel Golf Buddy accessories Callaway fairway woods

Retailing Best Practices

Keeping Current

Traditional golf wear is great and many golfers still buy the classic shirts and styles even at high-end price points. But remember to stay aware of current trends that tend to follow a younger, sportier look. Men and women all want to look younger, and wearing the trendy fashions makes them look and feel that way.

Knowledge is Power

All employees must have expertise on all merchandise. Our staff has done a great job of helping our customers find what they are looking for on the floor. If we can't find the product they are looking for, we will always offer to special order the product immediately. A knowledgeable employee makes a customer feel comfortable about a purchase.

Quick Transactions

Men are essentially not shoppers. Most don't call each other and say, "Hey let's go shopping at the mall today." Most guys have busy schedules and prefer convenience. Keep your best merchandise easy to spot and don't be afraid to carry clothing that might be carried in major department stores. If they spot it and like it, they'll buy it.

Off-Course Top Sellers

Women's ApparelNike, adidas, Under Armour, Cutter & Buck
Men's ApparelNike, adidas, Under Armour, Callaway Golf Apparel, Greg Norman Collection
OuterwearFootJoy, Under Armour, Nike, adidas
FootwearFootJoy, adidas, Nike, Ecco
HeadwearTitleist, Nike, TaylorMade
AccessoriesClub Glove, Callaway, Garmin, Golf Buddy
Golf BallsTitleist Pro V1, Bridgestone, TaylorMade, Callaway, Titleist Pro V1x
DriversTaylorMade, Callaway, Nike, Cobra
Fairway WoodsTaylorMade, Callaway, Nike, Cobra
HybridsTaylorMade, Adams, Cobra, Callaway
IronsTaylorMade, Callaway, Adams, Nike
WedgesTaylorMade, Cleveland, Titleist Vokey
PuttersTaylorMade, Odyssey, Ping, Scotty Cameron

Companies to look for: MoRodz, Sassy Caddy