

## Turning "PAR" Merchandising into an "ACE"

Presented by:

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## It's Tuesday Are you ready?

Wake-Up

- Smile, Be Positive, Be Prepared
- One, Two, Three PUNCH!!
  1. First Round – Perfect Shot
  2. Second Round – Purchase
  3. Third Round – Condo



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## Here He/She Comes...

- Every Male/Female is a Potential Good Customer
- Smile, Recognize, and Acknowledge
- Build a Relationship
- Create Loyalty – Ask Questions
- Offer Something



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## Member Relationship Management

- The Camera is Your Friend
- Apparel and Equipment
- Detail and Reference
- Profile your Member
- Preferred Cards (Wishes, sizes, vendors, important dates)
- Know the Cat/Friend/Car
- Computer/Member Data Base
- Member Purchases
- Top Spending Report
- Observe, Listen, File
- Who's Who?




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## And the answer is?

- Train Staff to Answer Questions
  - Include starters, golf shop staff, teaching staff, bag staff, etc...
- Secret "Service" Person – Test Them
- Measure Performance
- Upcoming Events
- Knowledge is Money




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## From "Sears" Hardware to "Bloomingdales"

### Tools Needed:

- Blue Print...Plan...Commitment
- Open to Buy...Purchase Orders
- Promotional Calendar-Peaks and Valleys
- Negotiate with Vendors-discounts, programs, fixtures, etc..
- Basics verse Fashion
- Ratios
- Color
- Collections versus Companies
- Close Outs
- Accessorize-Mix it up-Gifts
- Visuals-Mannequins, Focal Points, Seasonal items, etc...Increase Sales
- Rotation
- Trained and Knowledgeable staff
- Service...Visual Moments




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## From "Runway" To "Fairway"

### Why?

- Environment
- Easy to Shop
- Layout-Three to five rule
- Visible Displays
- "Hot" versus "Cold"
- Options and Choices
- Not all Created Equal
- Take a Chance
- Competition
- Socialize – Look Great – Lifestyle...
- Romance?
- FUN!



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## Let's Talk Clubs...

- Not One Size Fits All
- Strip the Technology?
- Benefits not Features
- Give me "Five"
- Laughter is Fun
- Hesitant
- Beginners
- Competition
- Demos-Try before Buy
- Personalize-Custom Fit
- Package Deals...
  - Full Meal Deal
  - Happy Meal
- 15<sup>th</sup> Club



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## Bags and Balls

- Bags
  - Need Gender
  - Lightweight versus Heavy
  - Carry Bag, Not Handbag
  - Cross Merchandise
  - Head Covers
  - Visual Heights-B&B Factor

### Balls

- Fun and Needed
  - Color
  - Personalize
  - Knowledge
  - Add-on Sale
  - Staff Incentive-20 dollar bills
  - Suggestive Sell-Ask member



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## “Kick it up”

- Shoes
  - Not Just For Comfort
  - It's All About Color
  - Match Apparel, Clubs, and Gloves
  - Sitting Area
  - Nordstrom's Rule-Multiple Vendors
  - Basic/Cute Socks
- Gloves
  - Not Behind Counter
  - Cross Merchandise
  - Fun Colors and Styles
  - Take a Chance
  - Weather...



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## Put Your Best Foot Forward “Partner Up”

- Locker Rooms
- Dining Room
- Restrooms
- Club Storage
- Club Repair
- Cart Room
- First Tee
- Trash Cans



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## Inform Him and Her

- Instructional Videos
- POP/Signs
- Magazines/Books
- Hang Tags
- Brochures
- Flyers
- Websites
- Newsletter
- GHIN Computer



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## Promotional Tools

- Fashion/Trunk Shows
- Vendor Walk/Giveaways
- Demo Days/Free Clinics
- Golf Around the World
- Carnival Golf-Family
- Charity Event
- Ladies Night/Men's Night Out – Name in Print
- Play with Pro/Top 50
- Weather Man/Hang Dry
- Bring a Friend
- Coupons



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## Your Future Customers

- Juniors
  - Don't Ignore
  - Acknowledge and Recognize
  - No "Junior" Shirts
  - Girly Girl
  - LPGA Bound
  - PGA Bound



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## Shooting an "Ace" Take an extra club

- Wrapping it Up
- Special Delivery
- Ship to Shore
- Dirty Laundry
- Spit Shine
- Ensure a Proper Fit
- Getting a Grip
- Play me or Trade me
- Loaner Equipment
- Elf Program
- Special Orders



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## Remember... The "Round Played"

- Create the "Experience"
- Build Relationship
- Build Foundation
- Build Merchandise Mix
- Build Staff
- Hit a "Different" Club
- Build Sales and Profit
- Shoot an "ACE"



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## Speaker Information

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