

# Fitting and your proposition

## Selling equipment in the golf shop

A lot of professionals have made an investment in launch monitors, fitting carts, simulators, and their own fitting expertise. Fortunately the cost of the technology required to support fitting continues to fall.

Fitting and the ability to get the golfer into an equipment solution, which will deliver them a superior result is a translation of the professional’s expertise into better golf for the golfer. ‘Fitting’ is part of the MORE that a hands-on PGA professional offers to the consumer.

There are other parts of ‘MORE’ that a PGA professional can offer, but first, let’s examine why I’m going to try and get you to focus on your ‘MORE’.

In Retail Marketing theory there a number of positions you can occupy in the retail landscape. The caveat being you can only occupy one position at any given point.

Retail positioning defined	
<b>More for More</b>	A retailer that offers a superior product, quality, and service who charges more for it. A good example in the USA would be Starbucks.
<b>More for the Same</b>	This is a retailer that offers a superior product, quality, service but charges no more than the other retailers. Edwin Watts tries very hard to occupy this space in the USA.
<b>More for Less</b>	You will struggle to find these retailers, as it is a quick way to failure. A superior product, quality, service for less than anyone else delivers less. However, really smart retailers have found ways to create an illusion of lower price.
<b>Same for the Same</b>	It is very difficult to make this a competitive position – many have tried it and ‘Every Day Low Pricing’ comes out of this position but many have failed spectacularly because the consumer is always looking for either a better product or a better deal. JC Penney in the USA has just lost a CEO to this strategy.
<b>Same for Less</b>	This is where you’ll find a lot of retailers. Goldsmith, and Walmart are good examples in the USA.
<b>Less for Less</b>	This is the deep discounter. They offer less quality of experience and less choice and probably fewer services but they also cost consistently less, often a lot less.

The challenge of whether to charge for a 'fitting' and what to charge can be easily made depending on where you want to position yourself on this chart.

If you want to market yourself as a 'More for the Same' retailer then when a Golfer buys a new set of irons they also get additional services (MORE) such as an assessment and fitting, from you at no extra cost. I find Professionals who are more inclined to see a 'Customer for Life' and long-term profitability per customer will be much more comfortable with this approach.

Those who are concerned with the 'profit' from the individual transaction will be much more inclined to MORE for MORE. These professionals believe the margin they make on the equipment is fair and that additional services such as a fitting, ought to be paid for.



**Free** Fitting when you purchase your new Callaway X-Hot Driver.

I have met a professional who was selling the equipment at cost, and then charging for the Fitting. I guess you could mark this down as MORE for LESS, but in reality the consumer was paying the same or more for a set of irons than they would of if they had bought them on the High Street or on the Internet.

The important fact for you though, is to be clear about where you stand, in your retail business. If you're not clear, then there's no chance your customers will understand. In fact there's a good chance they'll stray towards the SAME for MORE or even LESS for MORE. Both of which are fatal positions for you.