Fitting and your proposition

Part 3

Find out how RetailTribe can help drive your equipment sales

Contact RetailTribe

Cell: 972.743.0038

Email: jonathanedwards@retailtribe.com

Web: www.retailtribe.com



Fitting and your proposition Part 3

Stake and Claim your position

Having established your position and decided how you are going to 'price' Fitting, you now need to make a lot of noise about it. And I mean a lot of noise. Your golfers need to UNDERSTAND your proposition.

Watch the adverts on television. How often do you see the same insurance company advertising the same message, which is repeated inside every magazine you see on the newsstand? And on the main motorways, the same message is on the billboards. It seems a lot of money spent on a lot of the same message in a lot of different places. That's because the brands know that they need the consumer to see their message at least 25 times before the message actually sinks in. To have real association with it, they need to see it at least another 25 times.

For the PGA Professional at a golf facility, this is easy. You can create a single sign and print it on a poster for use in the following areas: (1) your shop window and below your counter; (2) on a shelf talker for the wall near to where your equipment is merchandised' (3) on A4 posters on the noticeboard and in the locker rooms; (4) on postcards with contact details to leave on tables in the bar; (5) your shop counter, and even if you wish to leave with bags as golfers come off the 18th tee.



Fitting and your proposition Part 3

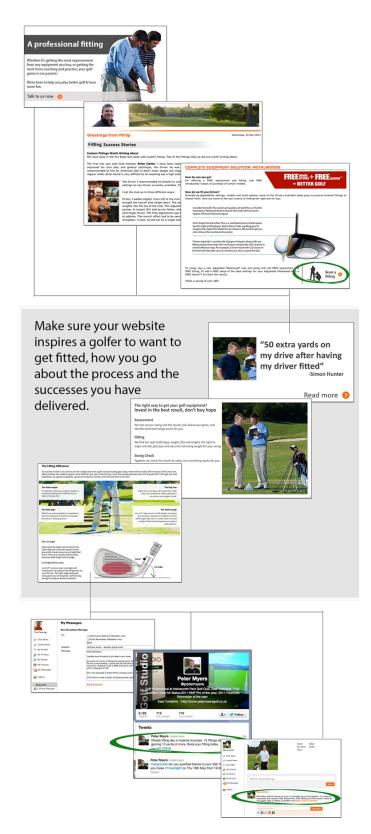
If you use the RetailTribe service this proposition should be on your homepage, in your web pages as a clear offer with equipment, in your local content at least three weeks out of four, in banners you have included in your email from time to time, and as links to posts you send out in your own Social Network and to your Facebook and Twitter networks. Don't change the message. Repeat it again and again.

I would have a simple script that makes the proposition and, at every prize giving and every other occasion at the Club where you speak, repeat your 'Fitting' mantra.

Make sure every board member, member of the management group, both captains and future captains have experienced what you can do for them with a Fitting, even if they don't buy.

Every time your staff walk up to a customer near the equipment, or a customer asks about equipment, make your proposition clear as you move the conversation into a discussion about what the golfer wants to achieve as a result.

You need to be clear about your proposition but the golfer should not be able to escape it. Every golfer in your Club and every visitor should know what your Fitting proposition is.



Using your email and social posts, drive golfers to these web pages