

Fitting and your proposition

Part 3

Find out how RetailTribe can help drive your equipment sales

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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.

Three Steps to better golf
The right way to buy golf equipment

Assessment
We look at your swing and the results, talk about your game, and identify what technology works for you.

Fitting
We find the right shaft (type, weight, flex and length), the right lie angle and loft, grip type and size and club swing weight for your swing.

Swing check
Together we check the results to make sure everything works for you.

What does it cost?
Woods Fitting: £40
Irons Fitting: £60
Wedge Fitting: £40
Putter Fitting: £25

Your PGA Professional
Bringing you closer to better Golf, more fun and a great community

Detailed fitting POS

- o Fitting studio
- o Equipment location

Fitting mission statement

- o Front door
- o A-frame outside shop
- o Inside the shop
- o Lockers rooms
- o Club notice board

Fitting flyer

- o Include with annual membership notice
- o On the counter, given to every golfer

The best result for your game
PGA Qualified Fitting

The 3-Steps to purchasing equipment:

1. Assessment
2. Fitting
3. Swing-check.

We add yards, we improve and straighten ball flight, we add consistency and reduce scores.

What does it cost?
Woods Fitting: £40
Irons Fitting: £60
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Putter Fitting: £25

Talk to us. We're passionate about your game

Your PGA Professional
Bringing you closer to better Golf, more fun and a great community

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.

A professional fitting
Whether it's getting the most improvement from any equipment you buy, or getting the most from coaching and practice, your golf game is our passion.
We're here to help you play better golf & have more fun.
Talk to us now

Greetings from Philip
Wednesday, 24 April 2013

Fitting Success Stories
Custom Fittings Worth Writing About
The first one was with club member Brian Clark. I have been amazed improved his 20th play and general technique, the Driver he was recommended to him by American Golf (I don't know people get club regular shafts. Brian found it very difficult to hit anything but a high ball in any direction.)
I set the club up in three different ways:
Firstly, I added slightly more loft to the club through the revised shaft length specs. The set weights into the toe of the club. This adjustment is important. The final adjustment was at address. The overall effect had to be seen straightaway. In fact, he did not hit a single shot.

COMPLETE EQUIPMENT SOLUTION: METALWOODS
FREE club + FREE custom fitting = BETTER GOLF
How far can you go?
The fitting, a FREE assessment and fitting, and FREE customisation based on purchase of certain models.
How do we fit your Driver?
Considering clubhead settings, heads and shaft options, none of the Drivers available today give us several hundred fittings to choose from. Here are some of the key criteria for finding the right one for you.
Consider the shaft. The select and position of shaft flex is heavily important. Making back to front, the shaft will have some degree of forward bend at impact.
Don't forget the loft offset. This is a vital assessment of full speed, hands high and low, and head down to the clubhead. The overall effect has to be seen straightaway. In fact, he did not hit a single shot.
Consider if you're a member of a golf club. If you are, you can get a FREE fitting. If you're not, you can get a FREE fitting. If you're not, you can get a FREE fitting. If you're not, you can get a FREE fitting.
Book a fitting

Make sure your website inspires a golfer to want to get fitted, how you go about the process and the successes you have delivered.

"50 extra yards on my drive after having my driver fitted"
-Simon Hunter
Read more

The right way to get your golf equipment? Invest in the best result, don't buy hope

Assessment
We look at your swing and the results, talk about your game, and identify what technology works for you.

Fitting
We find the right shaft (type, weight, flex and length), the right club angle and loft, grip type and size and club swing weight for your swing.

Swing Check
Together we check the results to make sure everything works for you.

The Fitting Difference
Do you know that if you look at all the different types of golf clubs (including grip type), there will be over 1000 different combinations. Most of these will make your game worse. For you to get the best results, you need to know what you need. We can help you with that. We can help you with that. We can help you with that.

The Shaft Weight
A shaft that is too heavy will slow down your swing and reduce your clubhead speed. A shaft that is too light will slow down your swing and reduce your clubhead speed.

The Shaft Length
A shaft that is too long will slow down your swing and reduce your clubhead speed. A shaft that is too short will slow down your swing and reduce your clubhead speed.

The Club Angle
A club that is too open will slow down your swing and reduce your clubhead speed. A club that is too closed will slow down your swing and reduce your clubhead speed.

The Club Length
A club that is too long will slow down your swing and reduce your clubhead speed. A club that is too short will slow down your swing and reduce your clubhead speed.

My Messages
New Unread Messages
Club News
My Profile
My Friends
My Messages
My Photos
My Events

Go Studio
Peter Myers
Professional at Hazeworth Park Golf Club, East Yorkshire. PGA Certified Club As Seen on 2011 Golf Pro of the year, 2011 Fittest of the Year
East Yorkshire - http://www.petermyersgolf.co.uk

Tweets
Peter Myers (@petermyersgolf) 10 mins ago
Hoods fitting day a massive success. 10 fittings of gaining 10 yards of more. Book your fitting today!
Peter Myers (@petermyersgolf) 10 mins ago
Congratulations to you qualified thanks to your 2011 you make it a night on Thu 18th May from 18:30

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