

Fitting and your proposition

Part 4

Find out how RetailTribe can help drive your equipment sales

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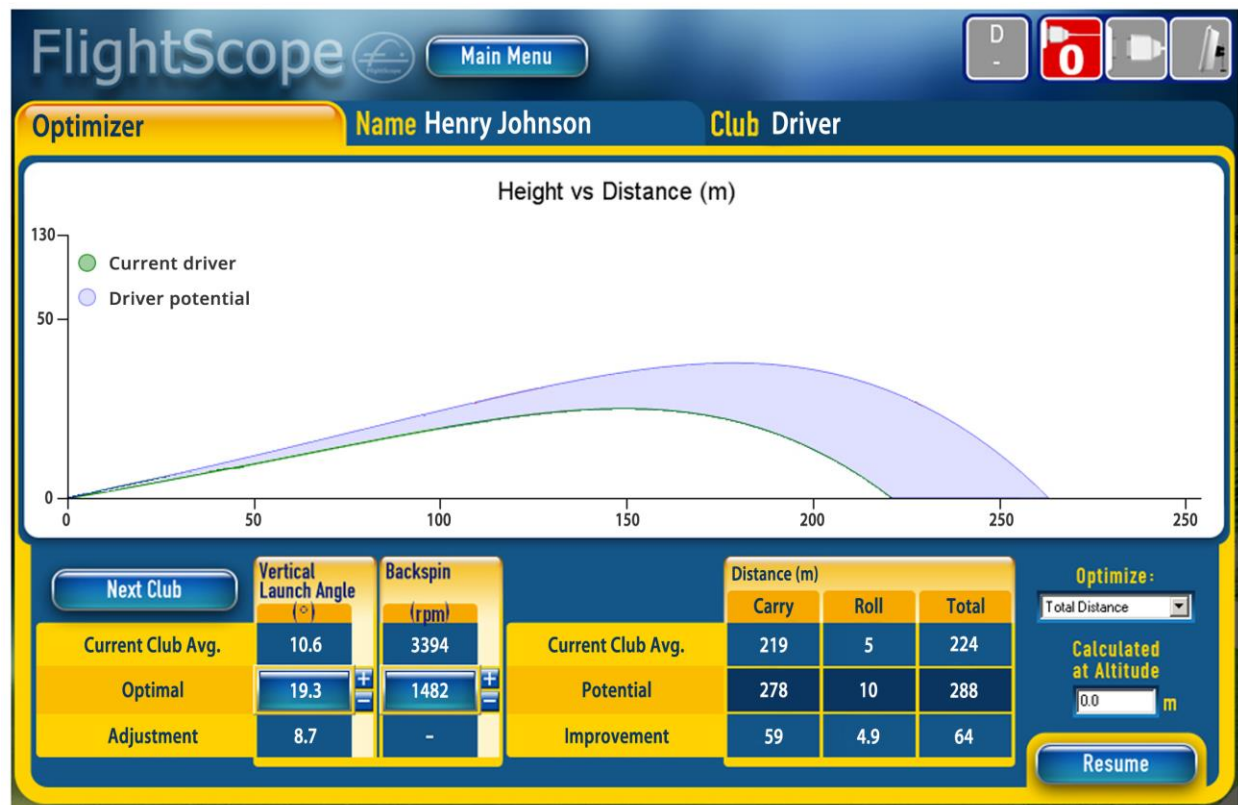
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Using 'Theatre' to help establish VALUE

I know that there are many PGA Professionals, especially the more experienced, who can fit with very limited facilities. Their eye and knowledge allows them to read the ball flight and deduce key facts about the launch conditions, and to relate those back to both the golf swing and the equipment in use.

But, even if you can complete a Fitting using your eye and experience, do NOT underestimate the power of theatre for the customer. Look at the diagram below. It shows the customer very clearly what their figures are now, and what the improvement could be with an improved ball flight. It identifies, in a picture, the 'potential result' they are buying.



We started this series by making it clear that you are NOT selling equipment, you are selling a result. The 'value proposition' you offer is a better result than the Super stores and Online retailers. When the customer looks at the 'gap' above, they can clearly see the 'result', - the 'value' they gain from your 'Fitting process'.

Rewind to the Dave Christie story earlier in this series and you can see the parallels here. A golfer will more happily open their wallet for a 'result'. It is an easier purchase than 'hope'.

We are NOT selling FlightScope to you, or, indeed, any other Launch Monitor or Fitting studio aid. Fortunately new technologies are emerging that are much more mobile and much less expensive.

And, by the way, the technology is of no real use if you don't know what you're looking for or how to conduct a fitting. You still need to have that expertise to explain what is causing the numbers on the screen, and what the golfer can do to improve them.

Can I repeat: this is not about you. It's a fact that your golfers interpret information far more effectively if it is presented in picture form. For that reason we would advocate that you have some form of fitting technology to add theatre for the golfer.

We have met many PGA Professionals who have managed to get their Golf Club to 'fund' a Fitting Studio with Launch Monitor, Simulator, Swing Analysis software, etc. In some cases such as with Cameron Doan at Preston Trail Country Club, the management approached him with a proposition. In most cases the PGA Professional took the idea to their board or management. And of course there are many cases where a proposition has been presented and it has been turned down by the Club.

If you are building a proposition, please make sure you are selling this to the Board or management in terms that offer them benefits. You need to link it to increased revenue and member retention, better value on corporate days and member satisfaction.

In the example of Cameron Doan, he was 'made' to give up Thursday afternoons as a free assessment time on the TrackMan. He now considers that the best marketing tool he has ever had. He has gone from maybe 20% of his members buying their equipment from him, to almost all the members buying their equipment from him.

By the way, the golfer will intuitively place a higher value on the fitting process if there is physical and/or technology theatre around it. A launch monitor, or some form of technology, differentiates the process from a casual conversation where you are giving your expertise (for free), into a formal service, which has a clear value.

Do not under-estimate retail 'theatre' and its impact on the customer. In golf you have lots of opportunity for 'theatre'. Make the most of those opportunities.