

Pro Shop Retail Disciplines

“Many retail operations are managed by golf professionals who have an incentive opportunity based upon gross sales and cost of goods sold. While incentives may only be part of the professional’s overall income, there are some disciplines to improve the financial performance of the operation.

➤ **Use an Annual Buying Plan.** What and how much inventory is bought each year should be carefully planned. The plan should be in writing and be revisited at the end of the year to see how well the buyer did in selling various categories of merchandise. Good buying decisions are the most important thing a retail manager can do to be successful.

➤ **Benchmark the Operation.** Retail operations must be benchmarked as often as possible about what sells and doesn’t sell. The more you know about your buying habits, the better the future results will be.

➤ **Use a Merchandiser’s Book.** Each retail interaction with a member should be recorded in a Merchandiser’s Book. This book is simply a place to organize and record the information learned about each member. In time the Merchandiser’s Book will accumulate a wealth of information about members buying habits and preferences. This information can be used to better serve members, improve the retail buy, and increase retail sales.

➤ **Have an Established Discount Policy.** Inevitably some merchandise will not move quickly and will sit on shelves or racks for some time. Such slow-moving merchandise should be made more attractive to members by reducing the price through a series of pre-defined discounts. Tracking such discounts in the Merchandiser’s Book may help the retailer understand what didn’t sell at full price and this understanding will help improve future buying decisions.

➤ **Use a Sales and Promotion Calendar.** An annual sales and promotion calendar should be developed to help the retailer plan and execute a series of promotions that members know in advance. This calendar should be updated regularly to reflect changes in the shop and the retailer’s inventory in order to sell them effectively.”

➤ **Rotate Stock.** Rotate stock regularly to keep the shop interesting and offer many of the items that members are familiar with. Rotate stock regularly to keep the shop interesting and offer many of the items that members are familiar with. Rotate stock regularly to keep the shop interesting and offer many of the items that members are familiar with.

To purchase the complete set of
Service on the Go
visit the [CRI Marketplace](#)

- Ed Rehkopf, 7 Steps to Improved Retail Operations

Take Away: Basic disciplines will improve the performance of retail operations.