

THE CALLAWAY UPDATE

News you can use from the innovators at Callaway Golf Company

STAFF PROFESSIONAL BEST PRACTICES: PRODUCT CLINICS CREATE BUZZ AND SALES



By Bob Doria, PGA
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As a public facility, our golf shop competes directly with off-course retailers for business. Callaway is an excellent partner in helping us build relationships with golfers by creating unique experiences around their products.

For example, we've had great success with product clinics that combine PGA Professional instruction with access to Callaway products. In the spring, we hosted a putter and wedge clinic here at Makefield Highlands. We had 22 people sign up for the two-hour event at a cost of \$150 each. Participants received an hour of education and instruction on putting and wedge play, and at the end of the clinic they could put their \$150 fee toward a new Odyssey White Hot putter or Callaway wedge.

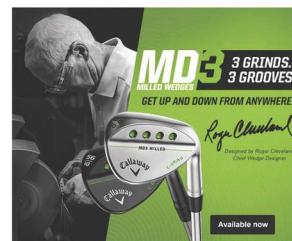
I handled the putter portion of the clinic, explaining concepts that a PGA Professional looks at when fitting a putter to a player and showing what happens during the putting stroke. Another of our PGA Professionals did the same with wedges. At the end of the two hours, we had moved 22 products – 12 wedges and 10 putters. In addition, some participants wanted to order multiple wedges or upgrade to more expensive Odyssey putters, which created additional revenue.

In the end, we brought in \$3,300 for the two-hour Callaway clinic based on the \$150 fee per player, but the final total was more than \$4,000 once we sold additional products to some of the participants. We moved more than \$2,600 in putters and wedges between product we had in stock and special orders, which is great for a two-hour event. The clinic was so successful that we duplicated it in late September with a Callaway Short Game Clinic featuring the Callaway Mack Daddy 3 and PM Grind wedges.

Callaway supports these events in multiple ways. Our sales representative, Jamie Slonis, attends the events to provide his product expertise and to supply us with car stock to expand our inventory for the day. The company also makes it easy for us to promote the

events via social media with the marketing materials they provide. I can go online and grab marketing pieces that are already sized for Facebook and Twitter, which makes it easy to grab the content and pass it on.

If you're thinking about adding Callaway clinics at your facility, I suggest using your email database and social media to promote the events. We have 17,000 names in our database, and we'll send out invitations via email and also over social media. When you're only looking for 12 or 22 golfers to fill out a clinic, the responses come back pretty quickly. All our registrations are done through Google Drive, so it is easy for golfers and for us. These clinics are a great way to build relationships, show your expertise as a PGA Professional, make some sales and make the most of your relationship with Callaway.



Callaway Short Game Clinic
September 26, 2015 from 1-3PM

Learn to hit those scoring shots around the green as well as improve your bunker play with our PGA Professional, Bob Doria.
Cost is \$150 per person and all attendees will receive a new Callaway Mack Daddy3 or Phil Mickelson Grind wedge of their choice for attending.

Space is limited to 12 students. You may sign up online by using the Google Drive link <http://goo.gl/forms/mFgAgDrk> or in the pro shop.

