



PGA Best Practices: Retailing

July 6, 2011

Mike Attara on Retailing: Play With Members to Determine Preferences



Mike Attara, the 2005 New Jersey PGA Section Merchandiser of the Year for Public Facilities, is the PGA director of golf and general manager at Eagle Ridge Golf Club in Lakewood, N.J.

Mike Attara on the importance of playing with members to determine preferences:

Don't be reluctant to play a round of golf with each of your members during the course of a year. There are weekly pro-ams in our Section, and I try to take a group of members to play in these as much as possible. At the club, PGA Head Professional Kevin Beirne and I try to get out there as much as we can, because we feel it is the best way to connect with the membership and it gives us more time to talk than a few minutes across from a counter or a desk in the golf shop. You can see firsthand what clubs they are playing, what they are wearing and gauge their interest level and opinions on these products.

Mike Attara on the business impact of playing with members to determine preferences:

Engage members to build a long-term relationship by inviting them to play. Product knowledge and product belief are very important in developing trust and increasing sales. By playing with members, you can identify what might help them play better golf and enjoy the game more in order to get a better feel about what will sell in the golf shop. You can look at the numbers and see what's selling, but taking the time to have a conversation builds that relationship, which has an impact on our bottom line.

