Boost Club Sales With Professional Signage

On-demand printing technology can help improve your club’s profits

By Paul Merritt

Retailers, from giant chains to small corner markets, long ago learned that great merchandising is key to improving the bottom line. They know that displaying the right product in the right spot at the right time – and with the right signage – can transform a respectable performer into a sales star.

As a PGA Professional, you are already a respected authority on the game of golf. Club members and guests seek your advice to improve their game and purchase the equipment you recommend. Fortunately, economical resources are available that can help you further elevate your business by honing your merchandising skills.

Golf clubs are unlike any other business. Vastly different from any supermarket or drug store, a club’s clientele changes significantly from day to day. Your club may host several corporate outings on Monday and Tuesday, Ladies’ Day on Wednesday, and club member tournaments on the weekend. Other days may bring a personal appearance from a golf celebrity or teams from local universities or high schools. In your shop, consider following merchandising best practices by updating your showcase displays of golf equipment, apparel, and accessories to target each day’s customers and turn their passion for golf into dollars at the cash register.

After selecting products to highlight, the finishing touch is posting professionally-designed price signage. Often, that turns out to be a missed opportunity. Lacking a tool to create signs with a consistent appearance, shop operators frequently turn to a word-processing program to create black-and-white signs. Others, knowing that the signage will change the next day, resort to handwritten signs.

Retail signage, especially when produced in color, conveys a sense of professionalism that not only implies firm pricing, but may also allow you to set premium prices. Handwritten signage can be interpreted by customers as a chance to haggle pricing, with a negative impact on the bottom line.

Beyond the shop, other opportunities for presenting a consistent style abound. Consider creating course maps with your club logo that highlight each day’s hole placements, personalized scorecards, and the daily weather outlook. To ensure these materials stand up to continuous handling and the elements, you can print them on waterproof media. Next, extend that same professional appearance to coordinated signage for club events, daily restaurant specials, sales flyers, and gift certificates. Fortunately, the technology available today greatly simplifies the creation of on-demand printed materials that are as well-groomed and consistent as your club’s putting greens.

The problem facing golf clubs and shops is that an easy-to-use method for creating professional, colorful signage that conveys this consistent appearance from day to day and product to product simply wasn’t available previously. Recognizing this predicament, Lexmark retail industry experts joined forces to find a way to help.

They developed Lexmark Retail Solutions for Golf especially for PGA Professionals, golf club owners and shop operators. A simple, affordable solution for printing top-quality, full-color, custom signage in minutes, the solution includes a library of professionally designed templates that you can customize in seconds to incorporate your club’s logo and color scheme. The result is a consistent, color-coordinated appearance for all your signage, whether you are pricing sweaters and putters, or printing personalized golf cart signs with company logos and players’ names for the day’s corporate outings.

The versatility of an on-demand solution conceived specifically for the golf industry is already helping clubs worldwide. “There are three ways to improve your profitability,” says Colin Clingan, U.K.-based Master Professional and Head of the Business Department at the UK PGA Training School for Assistant Professionals. “You can sell more at the same price, sell at higher prices, or reduce costs. Lexmark Retail Solutions for Golf enables us to do all three.”

As a PGA Professional, you have an open door to Lexmark retail industry consultants who can help you become an even better merchandiser. Through this special relationship, you can purchase Lexmark products and supplies at discounted prices for your club and for personal use. To learn more about Lexmark Retail Solutions for Golf, visit www.lexmark.com/pga or call 877-LEX-PGA1.