

WEDNESDAY, FEBRUARY 22, 2017

WESTERN WASHINGTON CHAPTER PGA EDUCATION SEMINAR

PRO SHOP MERCHANDISING BUILDING INTEREST TO BOOST SALES 10:00am - 1:00pm

Training Topics

Presented by: Bev Horgan of Intentional Surroundings



Bringing spaces to life

INTERIOR DESIGN PROFES

PROFESSIONAL MERCHANDISING

COLOR CONSULTING

Introduction to merchandising as a powerful tool

- Strong merchandising
- Understanding behavior
- Impulse sales versus planned purchases

The role of the buyer as it affects merchandising

- Key to moving merchandise
- Fundamentals of buying

Fundamental rules and the variations to achieve sales growth

- Elements of design
- Directing traffic
- Directing attention
- Techniques of the merchandiser and when to execute variation
- Rotating stock

Ten most common merchandising errors

- Identifying the 10 errors
- Correcting to achieve greater success

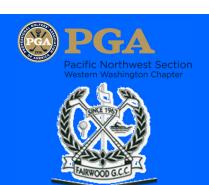
Testimonial: Kenney Boyd, PGA Head Golf Professional, Glendale Country Club

"Since we started using Bev to merchandise our Pro Shop, the members now come in to see the new designs and fun displays that she puts together. Not only has it brought more members into the shop and helped drive sales, it was instrumental in helping me win the 2015 WWCPGA Merchandiser of the Year award. I appreciate the professionalism and attention to detail that Bev brings to her work. I am very happy to be working with her."

MSR's Earned:

▼ PGA Education

Other non-PGA Education



Cost

\$15.00

Includes materials, coffee and tea
LIMITED TO FIRST 40 REGISTRANTS

Location

Fairwood Golf and Country Club 17070 140th Avenue NE Renton, WA 98058 (425) 226-7890

Attire

Business Casual

Registration

Send in this form OR register online wwcpga.com

Check-In

Please arrive 15 minutes early

MSR Information

3 Hours of PGA MSR's

Contact

WWC PGA Executive Director Brian Coury Office: 800-341-7232 bcoury@pgahq.com

WESTERN WASHINGTON CHAPTER PGA

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Golf Professional:	Club:		
Check Enclosed [] or VISA / MC :		Bee Per	
Billing Address for Bank Card:	CVV	#	Exp. Date
→ Golf Professional Signature:	(unsigned	entries	will not be accepted)