



**Pro Shop Merchandising**  
Building interest to boost sales.

## 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    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



# PGA

Pacific Northwest Section  
Western Washington Chapter



#### **Cost**

\$15.00

*Includes materials, coffee and tea*  
LIMITED TO FIRST 40 REGISTRANTS

#### **Location**

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

#### **Attire**

Business Casual

#### **Registration**

Send in this form OR register online  
[wwcpga.com](http://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  
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Golf Professional: \_\_\_\_\_ Club: \_\_\_\_\_

Check Enclosed [ ] or VISA / MC : \_\_\_\_\_

Billing Address for Bank Card: \_\_\_\_\_ CVV# \_\_\_\_\_ Exp. Date \_\_\_\_\_

→ Golf Professional Signature: \_\_\_\_\_ (unsigned entries will not be accepted)