

2022 Special Awards Candidate Bio Form

Email *

glewandowski@tullymoregolf.com

Name of Nominee: *

Gary Lewandowski

Award Nominated for: *

Merchandiser of the Year - Resort

Facility Employed at: *

Tullymore Golf Resort

Year Elected to Membership: *

1996

Using the Special Awards Criteria (link in the email,) describe your achievements/accomplishments that would pertain to this award: *

My merchandising philosophy revolves around hiring, training and retaining quality staff. I look for those that have the same passion and drive that i have in providing outstanding customer service and selling skills. I stress the importance of knowing our merchandise and understanding the wants and needs of our customer. We develop a strategic buying plan using our past history to guide us in purchasing decisions and implementing yearly new ideas. We are always striving to maintain that 40% profit margin while coming up with new ideas to keep our guests interested in what we offer. Smaller collections that touch all price points makes for great stock turn, less sales items, great sales dollars and more customers buying something because of the options they are given. I give the staff an open policy in changing and updating displays to keep everything fresh, we get many new customers on a daily basis but we do have members as well so keeping it fresh is very important. Learning from my peers by visiting other golf shops and seeing what they are doing in educating myself and asking what is new and selling and not being afraid to try something new in your shops is what we strive for.

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