

2023 Special Awards Candidate Bio Form

Please send this form back no later Friday, October 21, 2022.

If you were nominated for more than one award you must **submit a bio form for each award.**

Email *

mflaherty@pointowoods.com

Name of Nominee: *

Matt Flaherty

Award Nominated for: *

Merchandiser of the Year Private

Facility Employed at: *

Point O' Woods

Year Elected to Membership: *

1998

Please describe your achievements/accomplishments that would pertain to this award. *

I am currently in my 8th season as Head Golf Professional at Point O' Woods and golf shop sales have increased by 84% since 2015. The increase in sales has been accomplished due to specific changes to the merchandising philosophy. I implemented a Member Buy-in Program which allowed members the option to put \$400 into their member golf shop credit book in March and in return all hard goods were marked at 20% over cost and all soft goods marked at 30% over cost. Although the margin may seem low, we have increased total gross revenue while still maintaining a comfortable profit margin. As this is an optional program, the golf shop still produces sales at retain pricing to help offset profit margin. The underlying positive of the program goes well beyond profit margin as we now promote the golf shop as a service to our members and guests while still staying fiscally responsible to the clubs' bottom line.

The other major variable in sales growth is the inception of a new logo that has a distinct icon unique to the Point, tells a story unique to the club and predates the golf course construction. This all adds up to a logo that is highly desired by the membership and guests and allows for creative merchandising to increase volume of sales. The new logo also allowed us to create a variation of it that is labeled "members only" logo that has been a tremendous success now accounting for over ½ of the logo sales.

Another large variable in the increase in sales is due to a very aggressive club fitting program and the addition of a Trackman launch monitor. Creating an indoor Simulator Suite in our bag room for the winter months allowed us to fit clubs year-round and get a head start on the spring demand for clubs by offering fittings prior to the outdoor range opening. The golf club sales have had an enormous spike with Callaway Golf being the largest beneficiary with an increase of sales from \$4,806 in 2015 to \$47,215 in 2022. The addition of a a Golftini shopping portal also helped by producing just over \$10,000 in special orders all while adding to the level of service provided.

In 2017, after several years of a poor participation in our Robert Trent Jones Invitational, I created a logo for the event and changed the format which created a buzz and participation increased to a full field and a wait list to get in. This allowed for a new avenue for shop sales as the participants needed to be outfitted with the event logo and team outfits.

The addition of created a "member preferences" in each member account, my staff and I are in the know as to the brands, sizes, golf ball type of each of our members. This allows me to order desired companies, sizing, color preferences of our customer. This feature also allows me to send an email blast to a very specific audience to help promote a specific sale. If we feel we are running heavy on a specific item (Footjoy shoes size 10.5) we will send an email blast to those who wear that specific size and offer a special promotion to them individually. This adds to the level of service as well as sell thru numbers.

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