chronogolf

How a
POS system can grow your golf course

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Winning in a competitive market

Golf courses adopting Chronogolf are significantly outpacing the industry in terms of growth. A recent, in-depth analysis of 87 new Chronogolf PRO customers showed that, on average, Chronogolf's customers grew their business by 9% after their first year with their new POS. This is far ahead of the 1% industry average growth for 2014.[1]

And that's not all. In another survey of more than 125 Chronogolf customers, 84% said they expect to see continued growth in the coming year, with 27% adding that they expect to see "substantially" more growth.

What are these course owners doing that is making their future seem so bright?

We found that Chronogolf courses are getting the basics right: comprehensive inventory management, dynamic employees, omnichannel environments, and targeted marketing. And they're doing it because they've got access to data and tools.

[1]Allen, Kathy Grannis. "NRF forecasts retail sales to increase 4.1% over last year." Press release. NRF. Feb. 12, 2015.

Here are a few more interesting statistics from the survey:

54% Say that using sales data from their POS to make better buying decisions has had the most impact on their bottom line.

22% Are tracking customer purchases in Chronogolf and tailoring their marketing messages to them.

18% Predict that personalized marketing will be their #1 driver of increased revenue this year.

50% Have an online store, an increase of 23% over last year.

50% Expect their online sales to grow by 11% or more next year.

It used to be that only larger facilities could afford sophisticated solutions. However, Chronogolf is located in the cloud — that is, you access it from a website URL — which means that you don't need to buy a big, expensive desktop machine or servers to run your club management software. All the maintenance and upgrade costs are included in your monthly subscription. You access Chronogolf from your computer or an iPad—basically anywhere you have an internet connection.

Read on to find out how you can use Chronogolf PRO to realize the same kind of success.

1. Get better at buying

Course owners know a good thing when they see one. What they don't always know is how much to buy, how often to reorder, or when to mark it down.

Don't buy enough, and you risk losing a customer. Buy too much, and you've got cash flow problems and excess inventory to unload.

The difference between pro shop managers that just get by and those that make substantial profits is planning.

"Pro Shops that take the time to carefully plan their sales and inventory are far more profit-able than those that don't," says retail expert Ted Hurlburt.[2]

To properly plan and manage your inventory you need information — data that tells you the precise movements of your inventory.

[2] Hurlburt, Ted. "How to Manage Retail Seasonality." Business Know-How.

i. How much inventory should I buy?

Chronogolf helps provides key information about your inventory movements, including:

- A list of total current assets in your store
- Details on your sales, including:
  - *Sales by any time period (day, month, year, & trends over time)*
  - *Sales by any category (such as department, classification)*
  - *Sales by vendors*
- Profits by item, vendor and category
- Top and worst performing items and categories in your store

With this data, you can understand more about your golf course and achieve several goals, including:

- Keeping your inventory topped up
- Ensuring a good turnover rate for your merchandise
- Reducing old stock
- Creating an inventory plan for the year, before your next major buy

Having your data accessible and available in the cloud enables you to pull it up when you attend buying shows or meet with vendors at showroom appointments. Access to this type of hard data is essential to your negotiations with vendors, and will make a difference as you finalize prices and contract details.

To learn how to create a merchandise plan, check out
The Pro Shop Guide to Buying Inventory.

"It's very important to look at sales by month for at least an entire year, even two. This will help you visualize when you need product, and when you need to get out."

- **Paul Erickson**, Senior Vice-president of Client Services at RMSA Retail Solutions
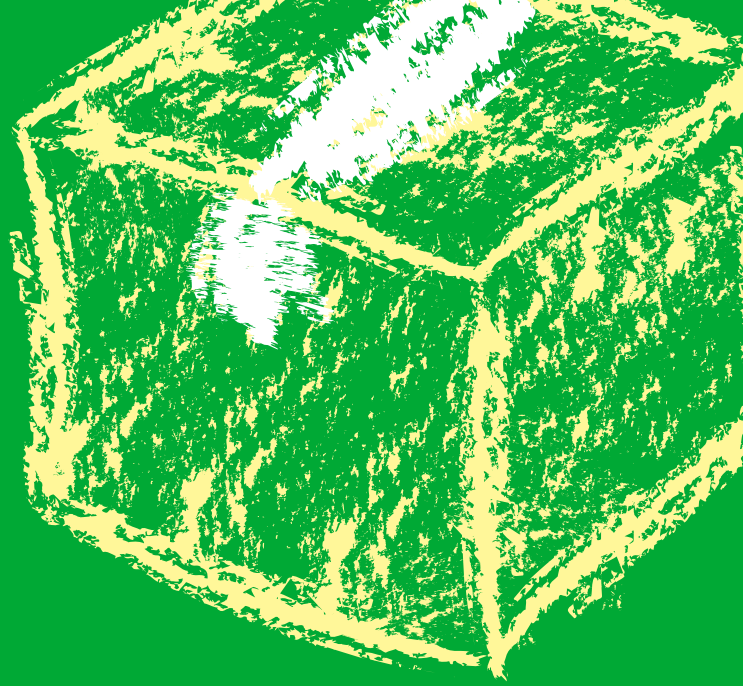
ii. When should I reorder? And how much?

Chronogolf provides information that enables you to manage your inventory throughout the year, particularly for items that turnover frequently (such as balls or tees). Running out of inventory doesn't just disappoint your customers and negatively affect your facility, it's a missed opportunity.

"Golf Courses can lose nearly half of intended purchases when customers encounter stock-outs," says one Harvard study.[3]

With Chronogolf, you can ensure you never run out of inventory, without having to store excess stock. Built-in reports ensure that you have access to the quantity on hand for all your inventory.

- A reorder list that shows all items in your pro shop that have fallen below their set thresholds and need to be reordered. You set the threshold for all your items based on sell-through and vendor lead-time.
- Sell-through rates on your items. The sell-through rate shows what percentage of your inventory has sold, for any given time period. 0% sell-through means none have sold, while 100% means you have completely sold out.
- The top five sellers in your store and top categories. This is a quick way of knowing what's become a "hot item" in your store, and should be watched in case they sell out.

[3]Corsten, Daniel and Thomas Gruen. "Stock-Outs Cause Walkouts," Harvard Business Review. May 2004: 1.

This type of readily available information helps you know when it's time to make your next order. And Chronogolf goes one step further by automatically creating and tracking purchase orders, ready for you to send off to your vendors.

ITEM	VENDOR #	COST	RETAIL	NEEDED	REORDER POINT	DESIRED LEVEL	STOCK	BACKORDERS
Cateye Headlight HL-EL320	95577	$18.99	$39.99	5	3	5	3	0
Cateye Enduro Cycle Computer CC-ED300	94607	$13.79	$29.99	10	5	10	4	0
Cateye Tail Light TL-LD150	95583	$9.99	$16.99	6	4	8	2	0
Topeak Rear Tail Light	94681	$8.56	$16.99	12	6	12	1	0
WTB Moto Raptor Race Kevlar 29x2.1	60586	$23.99	$45.00	8	4	8	6	0
Panaracer Stradius Sport Folding Black700x23	60253	$24.33	$48.99	6	3	6	5	0
Pyramid Tube 700x20/23 Prest Valve 60mm	63234	$0.84	$4.99	45	15	45	34	0
Eurosocks World Cup Large	23884	$3.54	$3.54	6	3	6	5	0
Pace Hat Synchros	Test Vendor	$8.74	$8.74	4	2	4	0	0
Pearl Izumi Micro Sensor Short		$22.65	$22.65	4	2	4	3	0
IRC Mibro 26x2.25 XC Folding Black Tire	60504	$35.00	$55.00	6	3	6	2	0

Quickly view all items in your store that need to be reordered, before you run out of inventory.
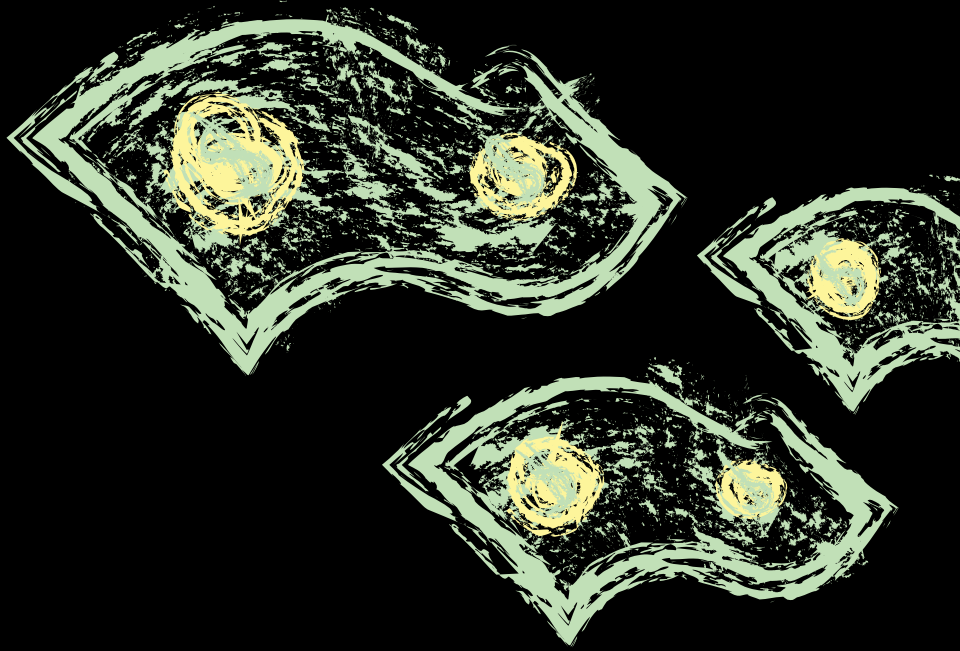
iii. When should I take action on slow-moving inventory?

Cash flow remains a key issue for golf course managers, big or small. When cash flow suffers, pro shop managers can see good sales but will struggle to pay their bills on time, ultimately hurting vendor relations and potentially holding back new stock orders and growth.

Excess and aging inventory is usually the culprit when it comes to cash flow problems. Knowing how fast your inventory is selling, so you know when to take action on slower moving inventory (such as creating new visuals, moving it to a new spot, or taking markdowns) is critical.

Chronogolf's real-time reports can help you out with this. For example, you can check:

* Sell-through rates for a category or item.
* Months of supply for any category or item.
  > This report lets you know how many months you have left of any particular inventory item, if you continue to sell at your current rate. For example, if you sell an average of 2 visors per week, and you have 16 visors in stock, then you have a 2 month's supply of visors. That might be alright if your pro shop is in Florida, or it is June, but if your summer season is over you might be stuck with excess inventory if you don't take action quickly.

Chronogolf makes all of this possible by automating the tracking of inventory movement through your store, from order to final sale.

Sell-through rates for a category or item

Roll-Up Reports

Description	1WK	4WK	Total Sold	QOH	OO	Cost	Unit Cost	Sell	Unit Sell	Margin	S-T	Mo Supply
A23 Filson Double Mackinaw Jacket	4	4	12	6	0	$2,911.56	$242.63	$3,795.26	$316.27	23.28%	66.67%	1.5
Authentic Trucker Jacket	3	3	16	0	0	$997.60	$62.35	$1,182.25	$73.89	15.62%	100%	0
Chevron Grey Mens Jacket	3	3	5	18	0	$823.25	$164.65	$1,022.40	$204.48	19.48%	21.74%	6
	10	10	33	24	0	$4,732.41		$5,999.91		21.13%		

Real-time inventory status reports help you make decisions on merchandising and markdowns to keep inventory turning..

"Inventory is like cholesterol. Both have two components to them: good and bad. So like cholesterol, you want to keep your total inventories as low as possible, but you don't want the good component to get too low."

— **Larry Lapide,** Research Affiliate, MIT
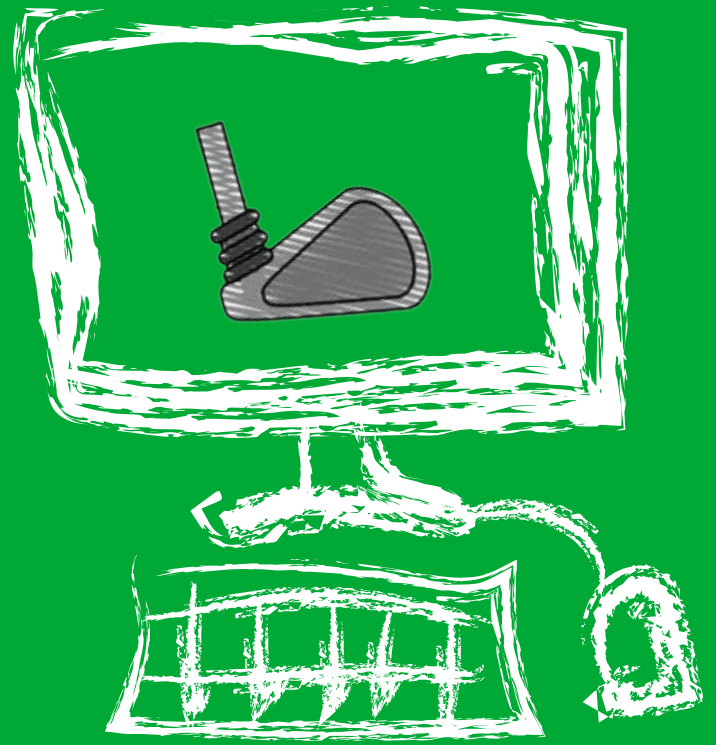
2. Develop a well-informed team

More and more, customers are researching online, then coming to the pro shop expecting a fully informed golf professional to assist them with their purchasing decision. Several studies have shown that golfers are "showrooming", that is, researching online then purchasing at the pro shop.

One Deloitte study showed 70% of customers will look you up online before coming to you.[4]

To compete with big box stores and online giants, pro shops need to differentiate themselves. They need to create an in-store experience that delights customers and keeps them coming back.

Chronogolf provides many features that help set you apart from the crowd. High on the list is quick access to detailed product information for staff members. With data and images at their fingertips, available on an iPad, your staff can be anywhere with a customer, looking up product information such as:

- Whether an item is in stock, and in what sizes and colors
- Complete product data, with full, crisp pictures of the item and manufacturer-furnished information
- Associated items to help upsell or suggest alternatives, by tapping on different categories and tags already set up in the system

Chronogolf also makes it easier for you and your customers, by enabling you to check them out on the spot, right from an iPad.
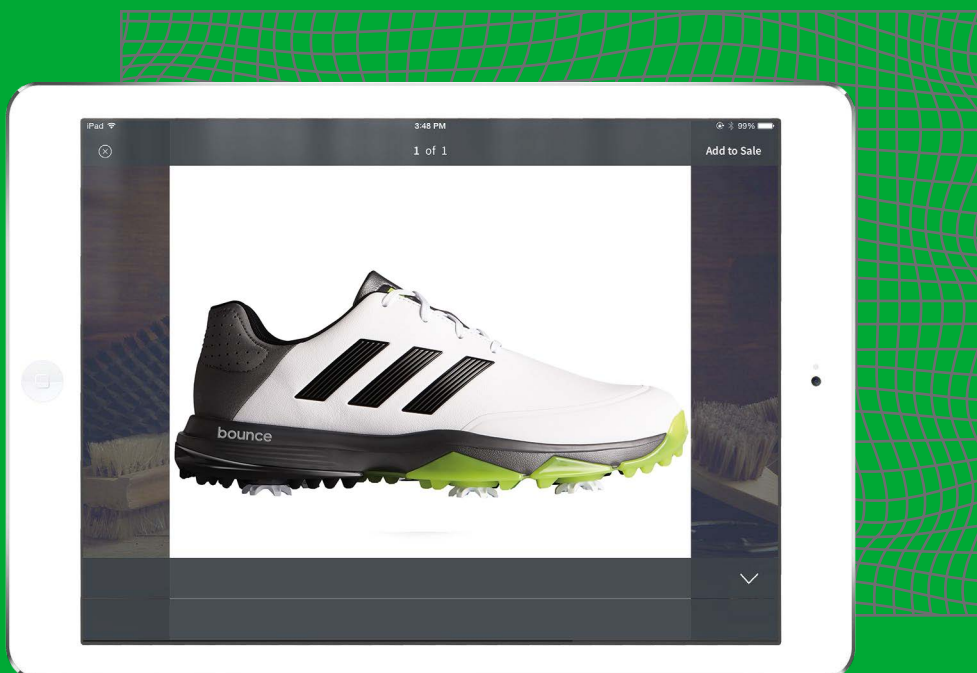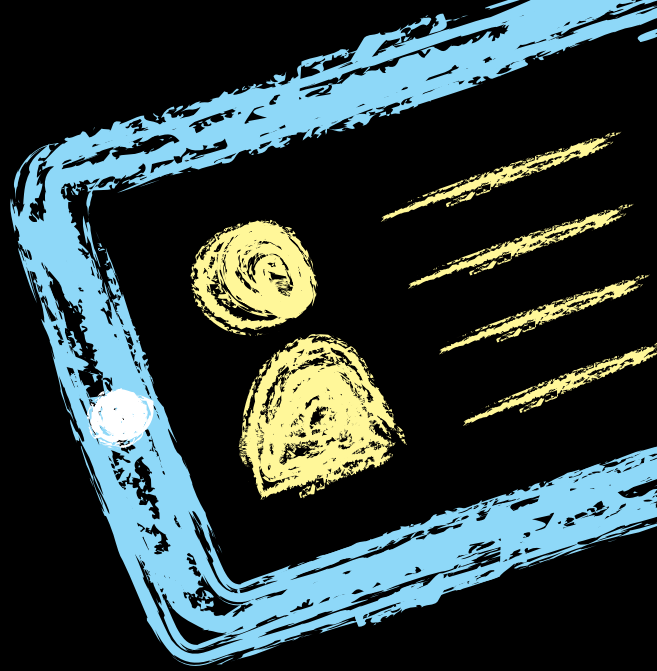

80% of courses who currently use mobile devices in-store report that it has increased sales.[5]

3.Personalize interactions with your customers

An important way pro shop owners can compete with bigger retailers is on service.

Three out of four consumers in the US said in a recent survey that they spent more money with a company when they had a positive customer service experience.[6]

You can create an outstanding customer experience for your customers by personalizing your interactions with them. Chronogolf lets you look up customers' spending habits as well as keep track of their personal preferences.
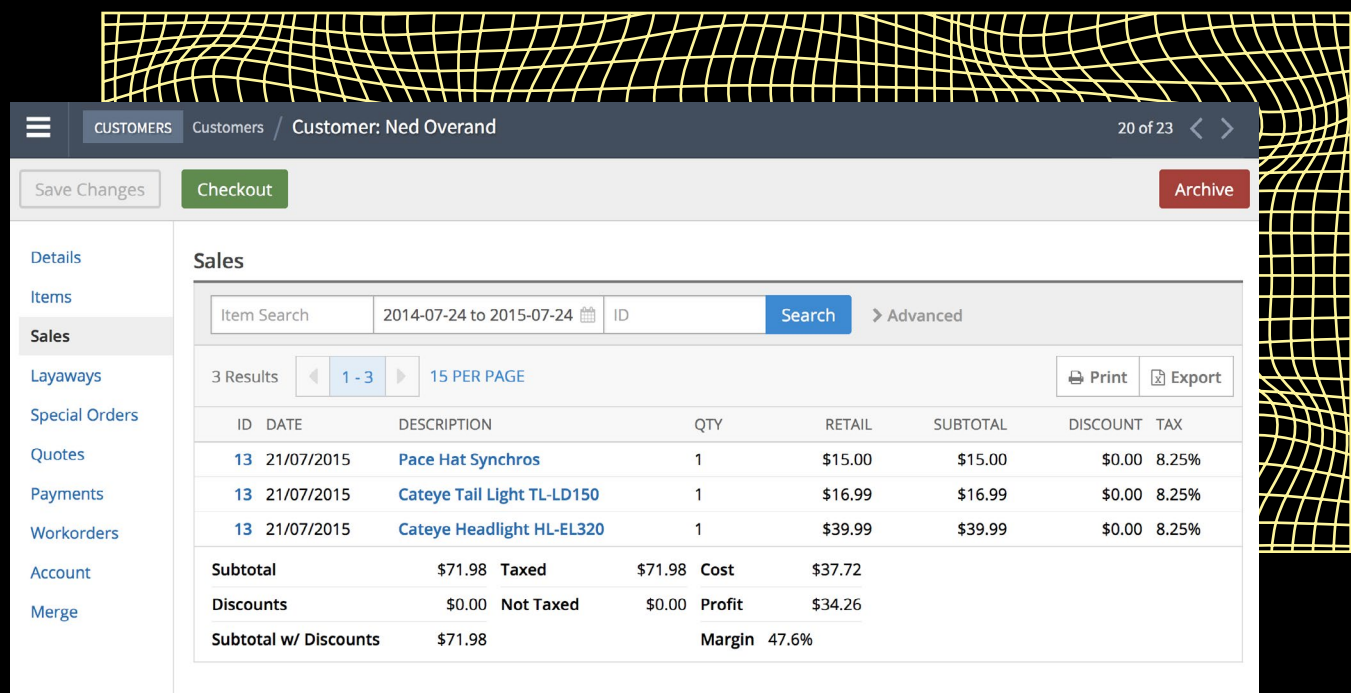
If you follow the classic 80/20 business rule, **where 80% of your business comes from just 20% of your customers**, Chronogolf makes it easy to know who that 20% is. Just pull up the report on sales by customer, and you'll see who's shopping with you most.

Chronogolf makes it easier to collect data from your customers too. Sales staff can either enter customer information collected over progressive conversations, or customers can enter in their email address on the customer facing display while the sales associate is ringing up their sale. Many customers like this option as it also gives them the opportunity to have receipts emailed.

[6] *American Express. 2014 Global Customer Service Barometer. Ebiquity.*

With Chronogolf, you can:

- Keep notes on customers such as favorite colors, sizes, favorite balls, etc.
- Look up customer purchase history, to see what brands and models they already own.
- Identify and segment specific customers based on purchase history and preferences.
- Send mass emails to specific groups of customers about upcoming promotions, sales, tournaments, and events.
- Integrate with email marketing programs such as MailChimp to create email campaigns quickly and easily.
- Create a loyalty program using a tight integration with Thirdshelf.

| | CUSTOMERS | Customers / Customer: Ned Overand | | | | 20 of 23 ‹ › |

Save Changes   Checkout   Archive

Details
Items
Sales
Layaways
Special Orders
Quotes
Payments
Workorders
Account
Merge

Sales

Item Search   2014-07-24 to 2015-07-24   ID   **Search**   › Advanced

3 Results   ‹ 1 - 3 ›   15 PER PAGE   🖶 Print   🗋 Export

ID	DATE	DESCRIPTION	QTY	RETAIL	SUBTOTAL	DISCOUNT	TAX
13	21/07/2015	Pace Hat Synchros	1	$15.00	$15.00	$0.00	8.25%
13	21/07/2015	Cateye Tail Light TL-LD150	1	$16.99	$16.99	$0.00	8.25%
13	21/07/2015	Cateye Headlight HL-EL320	1	$39.99	$39.99	$0.00	8.25%

Subtotal	$71.98	**Taxed**	$71.98	**Cost**	$37.72
Discounts	$0.00	**Not Taxed**	$0.00	**Profit**	$34.26
Subtotal w/ Discounts	$71.98			**Margin**	47.6%

Track and view detailed customer purchase history.

4. Get street smart and Web-wise

With almost two-thirds of consumers researching potential purchases online before coming into the store, it's more critical than ever for a golf course to have an online presence.

While online sales are still relatively low — **only 7% of all retail sales in the US[7] and 13% in the UK[8]** — customers are overwhelmingly looking you up before completing the transaction in your pro shop.

An Accenture study shows that while consumers research online to determine if a product is in stock before they go, they prefer to shop in-store to touch and see the product and to avoid shipping costs.[9]

[7]YCharts. "US E-Commerce Sales as Percent of Retail Sales: 7.00% for Q1 2015."
[8]Statista.com. "E-commerce share of retail sales revenue in the United Kingdom (UK) from 2011 to 2018."
[9]Luna, Taryn. "'Webrooming' shoppers research online, then buy in stores."
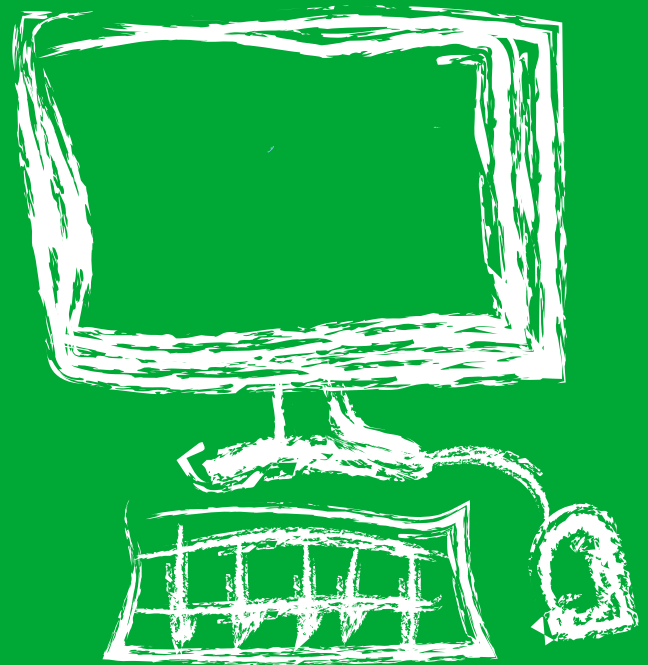
Golf courses have been slow to adopt omnichannel environments, primarily because of the complexity of managing multiple channels. But this is changing. **Many now have online stores and booking.** And over one-quarter expect revenues from their online store to increase by more than 20% in the next year.

Chronogolf is making omnichannel easier for golf courses, with features such as:

- Management of inventory from a single location: Keep track of your inventory in one place, instead of managing separate databases for inventory levels for your online and physical pro shop.
- More accurate reporting on inventory movements, since all inventory is tracked from a single location.
- A beautiful-looking, modern design with your store brand and your own web address.
- A quick and easy-to-implement template that features an optimized checkout experience using industry best practices. Great features such as buy online/pickup in-store. Research shows that in-store pick up for online orders can lead to an increase of 1.8 percent in total sales.[11]
- Complete hosting on an SSL certified secure site: no need for your own energy-hungry server or tedious server maintenance.

[10] *Lightspeed's Annual Independent Retail Technology Adoption Report 2016.*
[11] *Gallino, Santiago and Moreno, Antonio, Integration of Online and Offline Channels in Retail: The Impact of Sharing Reliable Inventory Availability Information (June 1, 2013). Available at SSRN: http://ssrn.com/abstract=2149095*
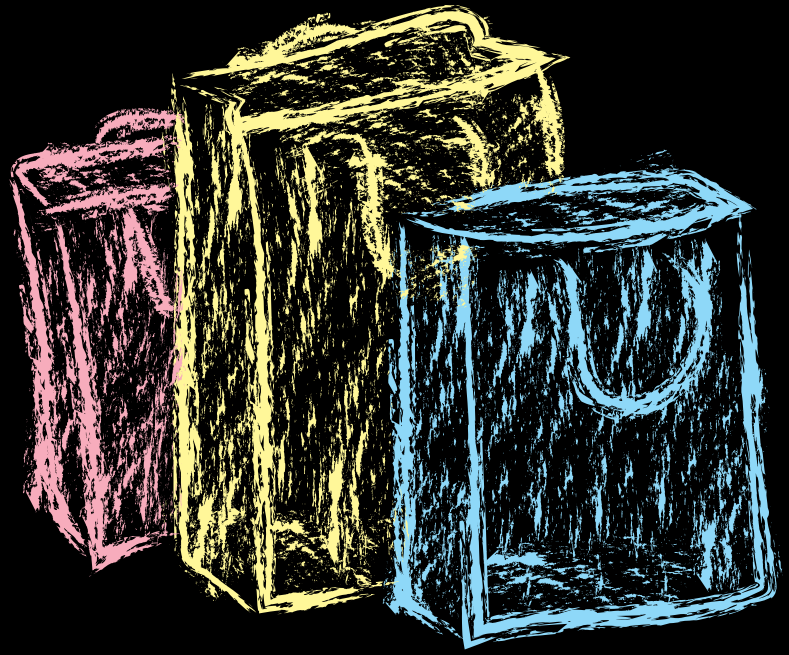
5. Spend more time selling, less time managing technology

We know you want to spend time building your golf course, not managing technology. Chronogolf offers a complete service for converting from your old system to Chronogolf PRO, including spreadsheets.

Just hand your POS and/or inventory spreadsheets over to us, and we'll make sure all your old data is properly loaded into your new Chronogolf system. We'll also guide you, free of charge, until you get used to navigating Chronogolf on your own.
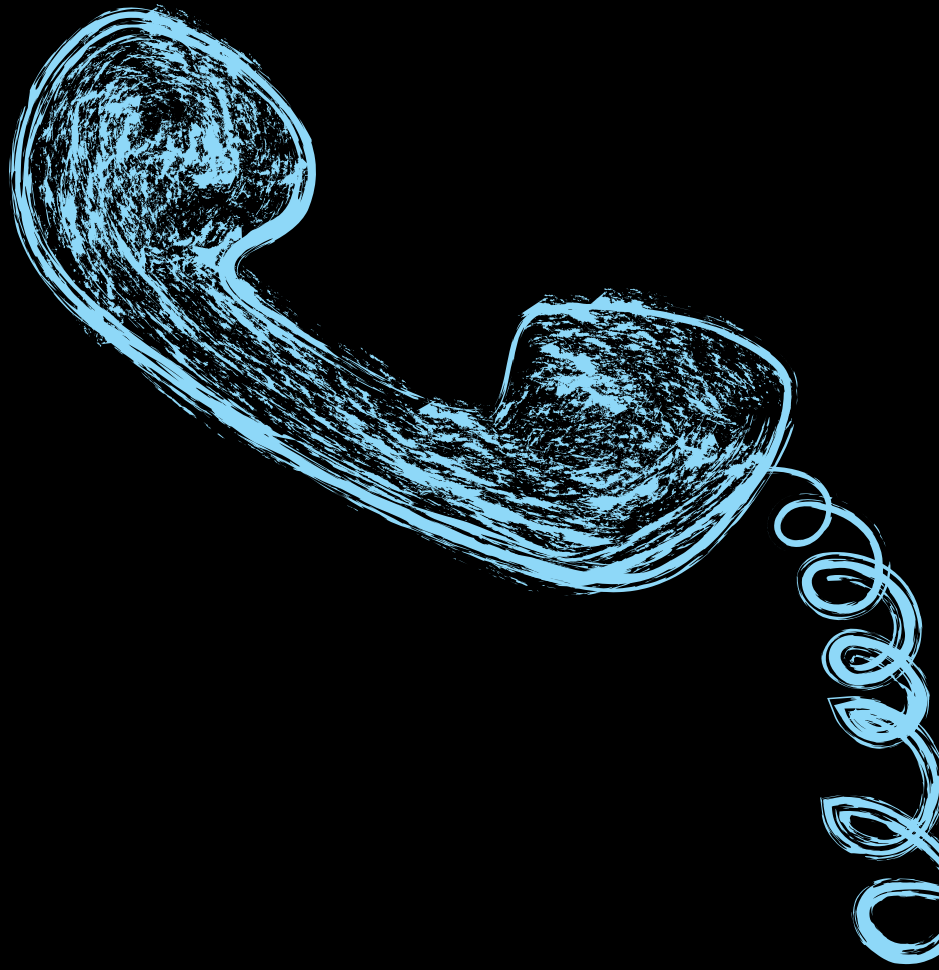
There are also lots of online tutorials, and 24/7 online chat support for when you need it. We pride ourselves on offering the level of service you would want for your own customers.

The right technology will help your business grow, at a pace that best fits you. We work with lots of other software vendors who build great tools for scheduling, loyalty, email, and more! Our experts can help you decide what other applications to add on as your golf course's needs expand.

And because Chronogolf is hosted in the cloud, you'll always be using the latest technology. You never have to worry about updates, backups, server maintenance, or other time-consuming technology concerns.

All that's taken care of for you.
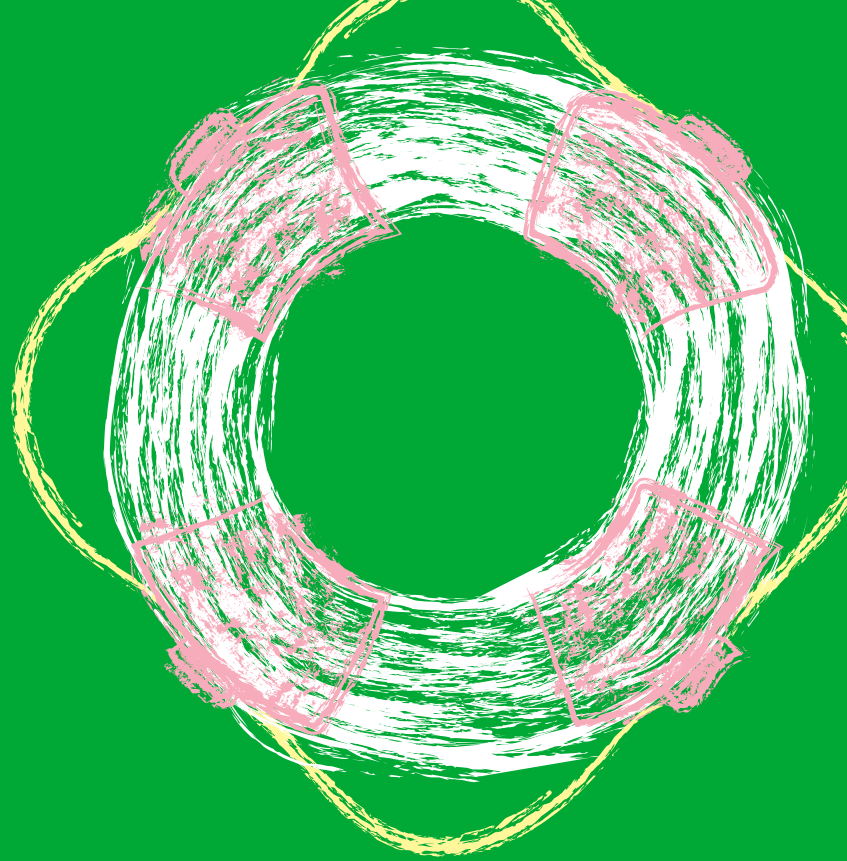
Conclusion

We know that opening a golf course isn't easy. But it doesn't have to be overly complicated, either.

Chronogolf is there to support you in your dream of running a successful facility, from your first steps right up to opening an online store.

Having the right tools and information at your fingertips can be the difference between "winging it" and "killing it".

About Chronogolf

Chronogolf provides innovative cloud based software and marketing solutions to golf courses ranging from online booking, electronic tee-sheet, members management, tournaments management, customer loyalty and point of sale solutions for pro shops, snack bars and restaurants. Hundreds of golf courses trust Chronogolf as their software provider across the world. Chronogolf is headquartered in Montreal, with offices in Vancouver, Toronto and Paris. More than 400 golf courses have used Chronogolf tools to sell over 8,500,000 tee times to date.

Start your free trial at pro.chronogolf.com

Questions? Call us at 1-800-939-2618