

Tips for Growing your Hat Business

BRIS GOLF SALES
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Why do some accounts continue to grow their hat business year after year?

During the substantial amounts of windshield time a few years ago, I began to assemble traits of the best accounts. Many of you did not believe we could achieve your current volume; I guess I didn't believe it either! Together we have proved that with attention to detail and a plan, everybody can reach a level of success selling hats.

The rest of this presentation is dedicated to characteristics of successful accounts. The examples are from “Traditional Clubs” and can apply to each of you.

One of these ideas may help us grow your business for next year.

Hats are a PRIORITY.

They are likely the highest profit margin, and one of the fastest turning items in your shop. Success will not come from an after-thought.



Plan for a Successful Year

They organize their buys with me and expect to have an increase. If you do not pre-book you cannot put the best logos, and techniques on your floor. Art Romero at Texarkana CC and I put a plan together several years ago. We cleaned up his logo, re-sized it, and really planned his buy. We bought with a purpose; the formula is still working.

		Make Logo Navy Blue			Woven Label 240715 L1D		
X210P	White	12	\$ 11.50	\$ 138.00	Lt Blue	1-May	
	White	12	\$ 11.50	\$ 138.00	Navy		
	White	12	\$ 11.50	\$ 138.00	Red		
	White	12	\$ 11.50	\$ 138.00	Royal		
X210SM	Sea Glass	12	\$ 11.50	\$ 138.00	Red		
	Glacier	12	\$ 11.50	\$ 138.00	Navy		
		72		\$ 828.00			
							50806293

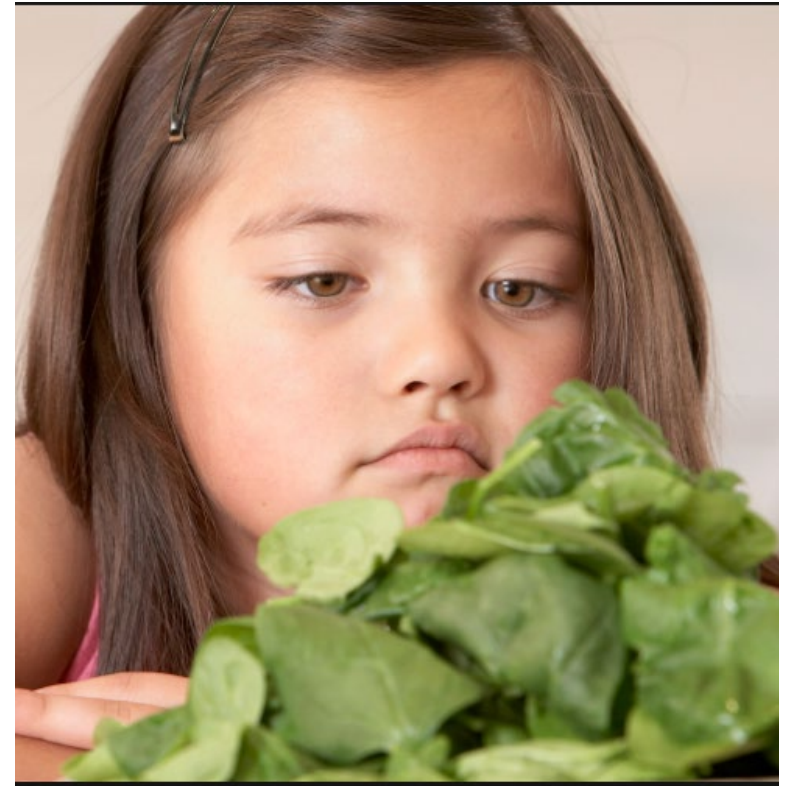


How do you Know Your Members will not Buy That?

If you never try anything different and do the same thing every year you will do the same thing every year! You need to try something to know what your members will like.

Memberships are turning over, and these younger members are not buying the “same ole thing”.

Check out the [Retail Graphics Flyer](#) from Imperial for some fresh ideas!



Have No Fear

It is a small investment to try an idea.

Every Member doesn't have to like a hat for it to be successful.

If you want to increase your business, it usually comes in singles and doubles, not a home run.



Try Something Different

Chris Hudson at Willow Brook is always willing to try something different. Like many of you he has a finite number of people walking through his door, he needs variety to be successful. He did a Taco logo we had on Imperialsports.com. I cautioned him, but he said, “who doesn’t like a taco”? He sold 48 of them!

He also combed the Name Drops and found one that has now become a staple in his shop. Here are some examples of the variety that he cycles through his shop at various times of year that are not his club logo.



Look for New Logos

Gilbert Freeman at Lakewood CC was forever sending me a text with a picture of a logo. It could be on a hat, or an old sign. We tried new logos, and techniques on basics to increase sales.

Craig Liddle arrived and adopted this as the official logo of the Golf Shop. He has taken the logo and applied it to new techniques to create a quick turning inventory.



Run Multiple Logos

Northwood Club renovated the course a few years ago, so Katrina took advantage of the down time to create new logos. They sell a ton of white and navy hats, but they have about 7 different logos in the shop. Find an old logo from years past and offer it on some limited hats, maybe only on a white hat. Have a special place in the shop merchandised with a white shirt perhaps.



Find Something Unique to Your Club

Is it a founding date, something on the course, the name of a section of your course, a designer's name? It only must be recognizable by your members to be successful.



Display Space

Hats need to be accessible to the member, and easy to merchandise. They need a designated place in the shop. Cody Roye at Old American has a dedicated hat display that members must pass on their way to the counter.



Cross Merchandise Hats

Put hats with shirts on a nesting table, the member may buy both. Breanna Rangnow at Escondido takes advantage of every available spot to put hats with other merchandise in a small shop.



Create a Seasonal Display

Jennifer Toney at San Antonio CC was superb at this. She incorporated hats, shirts, various accessories, and props to make each display unique.



Place a Special Buy on the Counter

Is If it something unique, like the all over print hats we have been buying, put them on the counter for the weekend. Draws attention, creates conversation, and sells hats.



Use Social Media

I have an increasing number of shops that use Instagram, or Facebook... to alert members of new merchandise. Many times, a percentage of the product never hits the floor, they just bill the member and put it in the locker. Amanda Naranjo at SACC continually posts fresh headwear content on social media.



Pay Attention to Corporate Opportunities

By simply increasing shelf space our corporate business has exploded. The member buys a nice hat and wants it for his company. Found money!

See this link to learn how to properly execute a corporate order. <http://www.brisgolfsales.com/corporate-orders.html>

At this link from Imperial, your corporate customers can build their own hats to order through your shop.
https://custom.imperialsports.com/?_ga=2.64440047.1160297056.1688847957-1070856297.1675691650



Have a Hat to Fit EVERYONE

10-15% of the business is in *Small Fit* or *XL Fit* Hats.

Use the ability to buy in sixes and carry Small Fit hats with a logo color that a man will buy.

Jake McCullough at Odessa CC does this all the time to meet the needs of all his members.



Logo Ideas

@brisgolfsales is my Instagram. I only post ideas and logos.

Check out the Hat Logo Ideas page on my website. I keep this as updated as I can.

<http://www.brisgolfsales.com/hat-logo-ideas.html>

At the top of the page there are files of name drops in various techniques available to you as well, that are regularly updated.

Also, there is a link to an AI site that can help you design your own logos with your parameters.



Thank You!

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