

The future is now.

No matter the size, today's golf shops are seeking more profitable retail operations that require a cohesive buying plan. Yet, many merchandisers, buyers, and golf professionals struggle to bring their big ideas to fruition. The real challenge lies in understanding retail metrics and applying key figures to improve sales, cost of sales, gross profit, inventory turnover, and dollar-per-round.

Many golf shop operators understand that innovation and success call for a different set of activities, skills, methods, and leadership approaches. And it is well understood that thriving in business and merely surviving often come down to a basic set of skills.

Who should take this program?

- Director of Retail / Merchandiser/Buyer
- Merchandiser
- Assistant / Buyer
- Assistant
- Pro Shop Manager
- General Manager / Operations Manager
- Director of Golf
- PGA/LPGA/Head Golf Professional
- Assistant Golf Professional
- Retailing
- Student/Intern
- PGM Student / Intern
- PGA Associate

SIGN UP HERE



CONTACT US

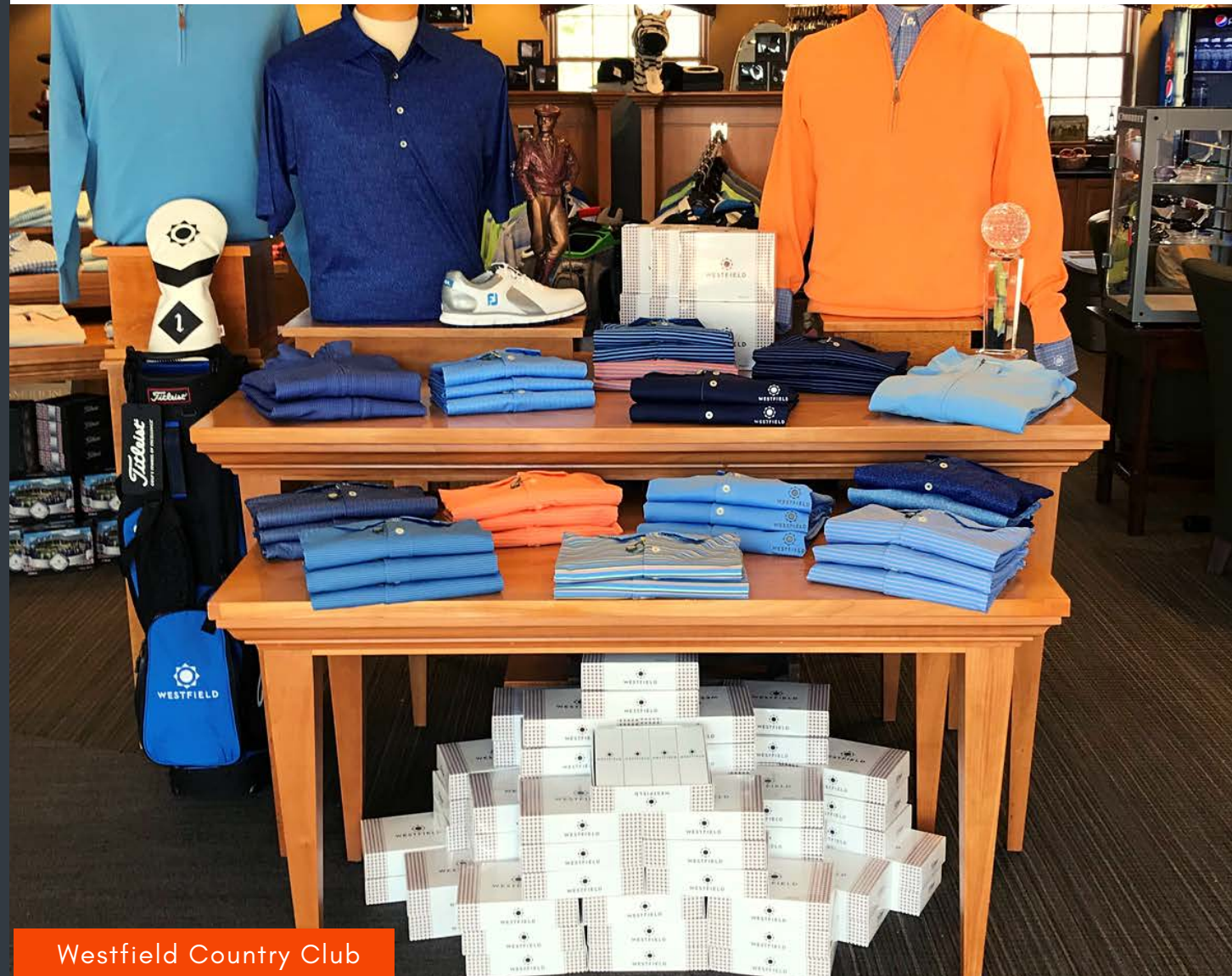
INFO@AGMGOLF.ORG
(602) 604-8250



ASSOCIATION OF GOLF MERCHANTISERS

CERTIFIED RETAIL MANAGER PROGRAM

LEARN OPERATIONAL SKILLS FROM THE EXPERTS



Westfield Country Club

Key Takeaways

In the AGM's Certified Retail Manager Program, you will learn buying strategies, allowing you to:

ADDRESS critical strategy questions such as:

- How to plan your merchandise mix
- How to calculate inventory levels
- How to buy with a focus on profitability
- How to incorporate technology in your business

EXPLORE the basic fundamentals of how to run a retail golf shop and build loyal long-term customer relationships

LEARN the importance of building and utilizing an Open-to-Buy and the importance of increasing turn rates and managing inventory levels

DISCOVER how to avoid the industry's most common buying pitfalls, how to buy using a proven model of success, and how to quickly learn from experience

Program Details

Fees

Core Program Includes:

- 8 Required courses
- 3 Accredited elective online webinars (additional fees may apply for in-person events)
- Program Support by CRM instructors, as needed
- Testing

\$999.99 - AGM Member

\$1199.99 - Non-AGM Member*

*Includes 1-year AGM Membership

PLEASE NOTE: To achieve Certified Retail Manager designation, you must be an AGM Member in good standing.

About The Association of Golf Merchandisers

The Association of Golf Merchandisers is an international, professional association consisting of more than 850 buyer members and over 175 Vendor Partners all dedicated to strengthening the golf merchandising industry. These members, both the Merchandisers and the Vendor Partners, are among the best and most recognized in the golf industry.

The Certified Retail Manager Program "has elevated my skills and knowledge to a level that has afforded me more opportunity professionally."

Katie Camp
Director of Retail
Certified Retail Manager
Westfield Country Club



The Country Club at Mirasol



ASSOCIATION OF GOLF MERCHANTISERS