



BENCHMARK®

7-SECOND AUDIT

Golf

Shoppability Field Guide

Slide through to real-world insights. ➔



7-SECOND AUDIT

What do you see first?

Does it make you want to stop?

Golf stores compete for attention with launch monitors, apparel, clubs, accessories and promotional signage.

Every display needs one dominant visual cue that tells shoppers where to look first.

FIRST SIGHTLINE

HERO PRODUCT

DISTANCE | CONTROL | FORGIVENESS





FIRST SIGHTLINE

7-SECOND AUDIT

Can you find it?

Can shoppers locate what they came for?

Drivers, irons, wedges, putters, balls and accessories all compete for space.

Strong displays answer three questions immediately:

- What is it?
- Who is it for?
- Why is it here?





DRIVER COMPARISON

PERFORMANCE

MAX DISTANCE
LOW SPIN, LONGER CARRY

MAX FORGIVENESS
STRAIGHTER, MORE CONSISTENT

BALANCED
ALL-AROUND PERFORMANCE

WORKABILITY
CONTROL AND SHOT SHAPING

7-SECOND AUDIT

FEATURE COMPARISON

VALUE PROP

DISTANCE

FORGIVENESS

SPIN

LAUNCH

WORKABILITY

BEST FOR

FASTER SWING SPEEDS

MID TO HIGH HANDICAPS

MID HANDICAPS

LOW HANDICAPS

PRICE

\$399.99

\$499.99

Which one?

*Can shoppers compare
without asking?*

Buying golf equipment often means comparing forgiveness, distance, spin, shaft options and price.

Displays should help narrow choices before an associate joins the conversation.





7-SECOND AUDIT

Does it work together?

Does the display build the complete solution?

Golf isn't purchased one SKU at a time.

Drivers connect to fitting services.

Clubs connect to bags.

Shoes connect to apparel.

Rangefinders connect to accessories.

Good merchandising helps shoppers build a complete system.

FULL SOLUTION





7-SECOND AUDIT

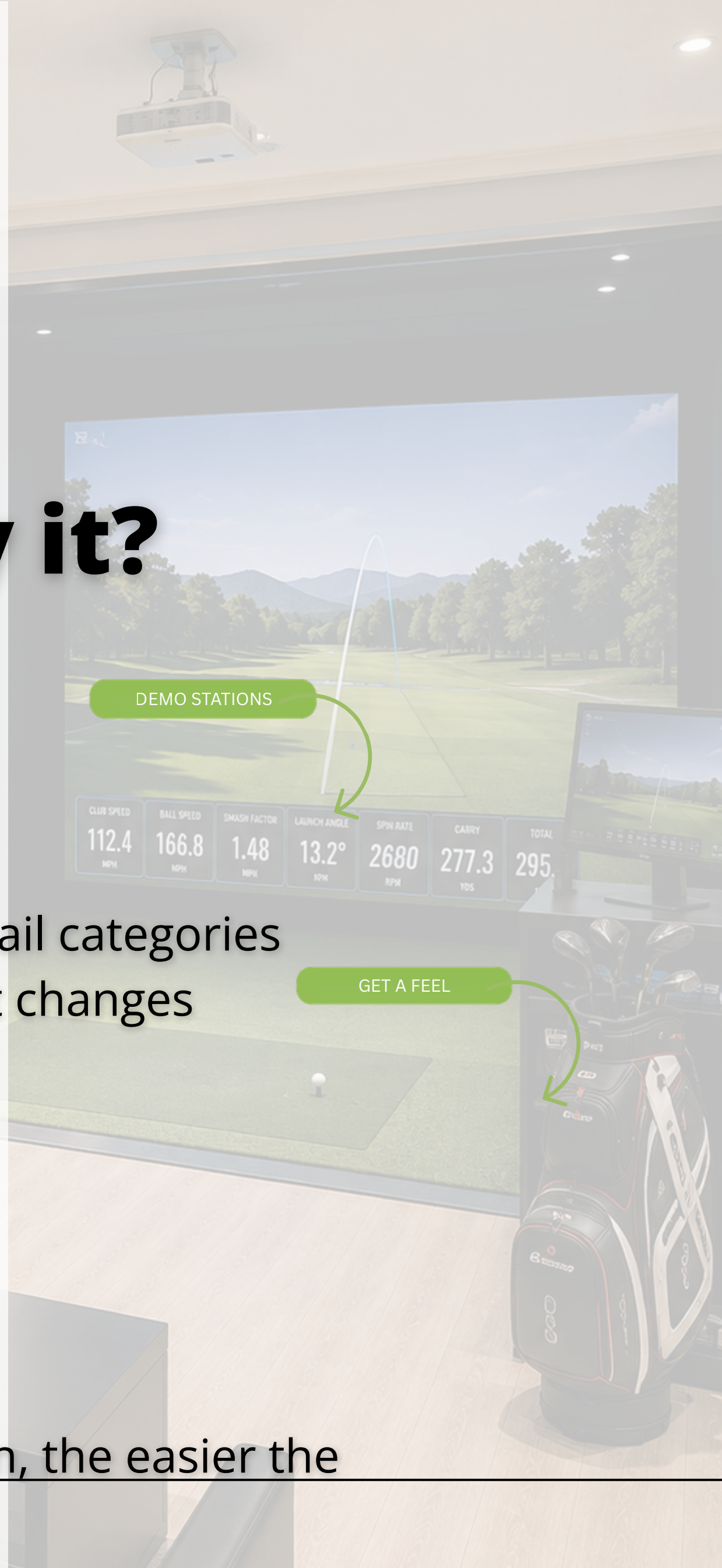
Can you try it?

Experience creates confidence.

Golf is one of the few retail categories where trying the product changes purchase confidence.

- Pick it up?
- Swing it?
- Test it?

The easier the interaction, the easier the purchase.





7-SECOND AUDIT

What's next?

What happens after interest?

A great display doesn't end at awareness. It clearly guides shoppers toward the next step:

- Book a fitting
- Compare models
- Scan product details
- Talk with a fitter
- Purchase today

WHAT'S NEXT?



SCAN TO COMPARE

Models, specs and reviews



BOOK A FITTING

Find your perfect fit



TALK TO A FITTER

Get expert advice

COMPARE MODELS

MAX DISTANCE

MAX FORGIVENESS

LOW SPIN

GET FIT.
PLAY
BETTER.

ACCESSORIES

TOUR

DISTANCE

SOFT FEEL





IN STOCK
Ready to ship
or pick up today.



CUSTOM ORDER
Build it your way.
Your specs. Your style.

7-SECOND AUDIT

Ready to buy?

Does the display remove friction?

The final decision should feel easy.

- Price.
- Availability.
- Financing.
- Inventory.
- Take-home or custom order.

The best displays eliminate uncertainty before checkout.

EASY TO ORDER

**6 MONTHS
SPECIAL FINANCING**
0% APR
ON PURCHASES
OF \$299 OR MORE
ASK AN ASSOCIATE
FOR DETAILS



SAVE + SHARE WITH YOUR RETAIL TEAM

7 SECONDS 7 QUESTIONS

Take this on your next store walk.

Use it to pressure-test whether your displays help shoppers:

- Find.
- Understand.
- Compare.
- Interact.
- Decide.

Retail Display Field Guides