



Out With the Old, in With the New

Our focus was on making efficient use of the space in our shop. With only 500 square feet, we had to make sure every part of the shop could be used to help sell. No space could be left "empty." We paid careful attention to make sure we put selling spaces everywhere: Corners, windows and counters were all designed to showcase products. We worked with the designers to help utilize and design fixtures for even the smallest of spaces. We also made sure the fixtures were flexible and versatile to ensure we'd be able to frequently update and refresh our displays. Selling largely to our membership, the need to habitually update displays is key.



Jameson Wallace, the 2008 Carolinas PGA Section Assistant Golf Professional of the Year, is a PGA Certified Professional and the PGA general manager / head professional at Chambersburg Country Club in Scotland, Pennsylvania.



Click here to e-mail Jameson Wallace



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