SECRET SHOPPER

Secret Shopper is a regular feature in Pro Shop Magazine, designed to keep personnel at green grass and off-course shops on their toes through reports outlining the shopping experience of a customer. Golfers with business backgrounds and extensive golf knowledge have been hired by Pro Shop Magazine to conduct each evaluation. Facilities are randomly selected. Similar to restaurant or movie critics, secret shoppers visit a golf shop and provide a four-page in-depth report on their individual shopping experiences. Each section is assigned a percentage and Pro Shop editors assign a rating based on the numbers and comments. We are not comparing or ranking facilities against one another. Ratings and comments are based solely on what the shopper experienced at each individual shop. Our intention is not to embarrass a facility should it receive a poor report. We hope each facility views Secret Shopper constructively and acts accordingly. As the name suggests, we will not call facilities in advance. If there is a bad report or comments, we do not allow the facility to edit. We understand that the report is based on one person's visit and may not represent the entire staff or facility, just what they experienced that day.

Clarke's Golf, Milton, Ont.

Overall Rating:	**Birdie**	●●●●
Greeting and Departure:	Birdie	●●●●
Staff Appearance:	Birdie	●●●●
Staff Attitude:	Birdie	●●●●
Suggestive Selling:	Birdie	●●●●
Products/Knowledge:	Birdie	●●●●
Atmosphere:	Par	●●●
Outside Appearance:	Par	●●●

Comments

I was well received upon my arrival at the store and was greeted immediately and made to feel comfortable throughout my visit. The associate was dressed appropriately, was professional in their speaking manner and made good eye contact. The employee was not wearing a name tag but due to the size of the store you could identify the employees. Overall the store was not very large but had a good assortment of products from hard goods to apparel and accessories. All products were clean, well marked and they would match prices with other larger golf retailers. There was one hitting area to demo clubs and lessons were available. The associate was product knowledgeable, able to discuss club fitting and guided me through the store with no pressure. Due to the size of the store it would be tight if a number of customers were there at the same time.

Springbank Links, Calgary, Alberta

Overall Rating:	**Par**	●●●
Greeting and Departure:	Par	●●●
Staff Appearance:	Birdie	●●●●
Staff Attitude:	Par	●●●
Suggestive Selling:	Par	●●●
Products/Knowledge:	Par	●●●
Atmosphere:	Bogey	●●
Outside Appearance:	Par	●●●

Comments

Overall the clubhouse is small and comfortable and feels more like a hybrid lounge pub and unlike the traditional semi private clubhouse. I was eventually greeted upon my arrival at the pro shop but nothing to make me feel welcome. The shop had limited stock, the lighting was very poor and the prices were more expensive than other golf retailers. The associate was dressed in proper golf attire, was knowledgeable about products but was not very enthusiastic. However, I don't think I would return to buy golf products here.

RedWoods Golf Club, Langley, B.C.

Overall Rating:	**Bogey**	●●
Greeting and Departure:	Par	●●●
Staff Appearance:	Par	●●●
Staff Attitude:	Par	●●●
Suggestive Selling:	DQ	ø
Products/Knowledge:	Bogey	●●
Atmosphere:	Bogey	●●
Outside Appearance:	Par	●●●

Comments

I was greeted upon entering the golf shop and was made to feel welcome but was not thanked or invited to return after my visit. The sales associate was friendly, dressed appropriately in golf attire but did not have a very outgoing personality. I had to ask many questions to help draw information out of the employee. The person's overall attitude was satisfactory but this is not much of a pro shop to get excited about and really not fair to call this a pro shop. There was hardly enough room to swing a club so it must be hard for an employee to have an upbeat attitude in this shop. The pro shop is far too small for a golf club of this stature and quality. There are no clubs for sale in the shop - not even a putter but I did see 10 pairs of shoes, 1 golf bag and a few dozen shirts and that is all. The associate even suggested that I drive 25 km to buy at another golf retailer. Amazing!

Nevada Bob's Golf – Sport Check Park, Royal West, Vancouver, BC

Overall Rating:	**Bogey**	●●
Greeting and Departure:	Par	●●●
Staff Appearance:	Par	●●●
Staff Attitude:	Dble Bogey	●
Suggestive Selling:	Bogey	●●
Products/Knowledge:	Bogey	●●
Atmosphere:	Par	●●●
Outside Appearance:	Par	●●●

Comments

I was greeted upon my arrival in the golf area of the store and the only sales associate to greet me was friendly. We were the only people in the golf shop area; however at no time did the associate ask me if I needed any help. I noticed the associate was off in a doorway of the back room talking to a friend. I asked for help, started asking questions and it appeared the associate had very limited golf knowledge and showed no interest in me as a customer. The golf shop is stuck in the back corner of the SportCheck and hard to find. I also found it very unusual that there was no signage at the front of SportCheck to even indicate there was a Nevada Bob's Golf Shop in the store. The overall store atmosphere was good, clean fitting rooms, displays were appealing and the layout was easy to access.