



THE CHEMISTRY TO  
RUNNING A SUCCESSFUL  
**PRO SHOP**



**BUILDING A SUCCESSFUL PRO SHOP IN  
YOUR MEMBERSHIP-BASED BUSINESS  
CAN BE TOUGH.**

I liken it to having the perfect blind date. Make one wrong move and the future love of your life may never reach its full potential. Use these strategies to increase your chemistry and ultimately, your revenue with the pro shop of your dreams.

**“ “ YOU WILL  
NEVER GET  
A SECOND  
CHANCE  
TO MAKE A  
FIRST  
IMPRESSION ” ”**

*- Will Rogers*

As goes for any retail shop, you need to have a proper display and setup. Your pro shop should be the first thing a customer sees when they walk in to your business. Because of this, initial impressions are everything. Think of it as a blind date. You only get one chance to make a first impression. You need to put your best foot forward. Your goal is ultimately to build a relationship. In the case of a pro shop, one of the business kind. There are several crucial factors to consider here.



**Cleanliness is next to godliness.** I have seen several pro shops while in the industry. Having a filthy drink cooler, dust on their clothing racks, and an overall display that does not entice can all be deal breakers. And it's not just your display. Is your front desk person respectable? Are they well-groomed? Do they look approachable? This is all about making the customer feel comfortable. Taking this back to our blind date analogy, think of this as smelling good, having fresh breath and wearing clean clothes. This is a necessity to move the relationship forward.

“ “ **QUALITY**  
**IS NOT**  
**AN ACT,**  
**IT IS**  
**A HABIT.** ” ”

– *Aristotle*

So you now have a clean pro shop with a great display and your front desk person is the most inviting individual on the face of the earth. You're not done. Now you need quality products to sell. In this day and age there are online reviews for just about everything. How many times have you searched reviews online for a restaurant? Well why wouldn't someone who is about to spend \$120 on boxing gloves do the same thing? Just google "boxing glove reviews" and you'll see what I mean. Your customer will likely have a very good idea of what they are looking for and know a ballpark price on what they want to pay. Do your research before purchasing inventory that may eventually collect dust on your display shelf.



**Back to our blind date.** Your clothes are clean, you smell good and your breath is fresh. But you don't have a job and you haven't gone to the gym in 6 months. Your potential future wife or husband is likely going to want a "higher quality product". You may very well be the pair of boxing gloves that got a user rating of 3.6 out of 10.

“ **PRICE**  
IS WHAT  
**YOU PAY.**  
**VALUE**  
IS WHAT  
**YOU GET.** ”

- *Warren Buffet*

So you now have quality product on your clean and enticing display shelves. Now the question is how much to charge. Remember those online reviews? Well they likely told your potential customer what they should be looking to pay. Gouging your customer when online pricing information is readily available makes no sense. A quick web search will inform your prospective customer about reasonable price ranges. If your prices are too high by comparison the customer will walk. Even if you do manage to overcharge someone, they will likely find out eventually and you will lose repeat business. Don't give them an excuse to go somewhere else.



**When getting quotes, always account for a proper markup.**

Get several quotes and let the vendors know you are doing so. After you apply an appropriate markup, check online and see if your prices are competitive. Remember to consider that some items should have higher markups than others. Boxing gloves should carry a 50% markup while t-shirts should be over 100%. How much volume can you buy? This will obviously affect your cost. Is the markup high enough to support an end-of-month sale and still be profitable? What are your competitors charging? Do your homework.



**Once again, back to the blind date.** You smell and look great, you are gainfully employed and you have six-pack abs. But you have 17 kids from 15 previously failed marriages. Your value just plummeted because your price is simply too high.

“ “ A LOT OF TIMES  
**PEOPLE**  
DON'T KNOW  
WHAT THEY WANT  
UNTIL  
**YOU SHOW IT**  
TO THEM. ” ”

- Steve Jobs

Let's recap. Display= Awesome. Products= Quality. Pricing= Perfection. Now what else can you do to boost revenue in your pro shop? If you sell the essentials such as clothing, sparring gear and cold beverages then you can look at what I call "revenue boosters". These are the little things that can add up big in the long run. If you offer weight training at your facility, then selling protein shakes is a no-brainer. A 10-lb bag of protein powder costs roughly \$80.00. There are 126 servings in 10 lbs. That works out to \$0.64 per serving. If you charge \$5 per shake you can make \$630 off the bag of protein. Even if you factor in some frozen fruit, your cost would only rise as high as a whopping dollar. That's still a 400% markup! And your supply never goes bad.



**If you have showers at your facility, why not offer towel service?** Most membership-based businesses charge on average of \$15 per month. At Champions Martial Arts in Vancouver, they have roughly 100 students on this service generating \$1,500 per month in added revenue. Their cost in maintaining the service is only \$250 for laundry pickup and drop-off. That's \$1,250 in profit each and every month.



**One last time, back to the blind date.** You're smelling and looking good with your six-pack abs and you have a great job with no excess baggage. The revenue boosters are all the extras. You have a fancy car, a trust fund and that amazing charm. It's love at first sight. You and your pro shop will live happily ever after.

# THINK LIKE A CHAMPION **WE DARE YOU**

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