

Business

- Display
- Your Products

Display



Display

- Physical
 - Have product on-hand
 - Keep your machines visible (Haus, Detox)
- TV / YouTube Playlist(Roku, Firestick)
- Show pricing!!! Be Transparent!
- Show before and after work
- “Worst case” – Does your ball look like this?

Your Products

"All your products should be clearly visible, properly labelled with their price tags, and well organized by category to create a pleasant customer experience and provide excellent service!"

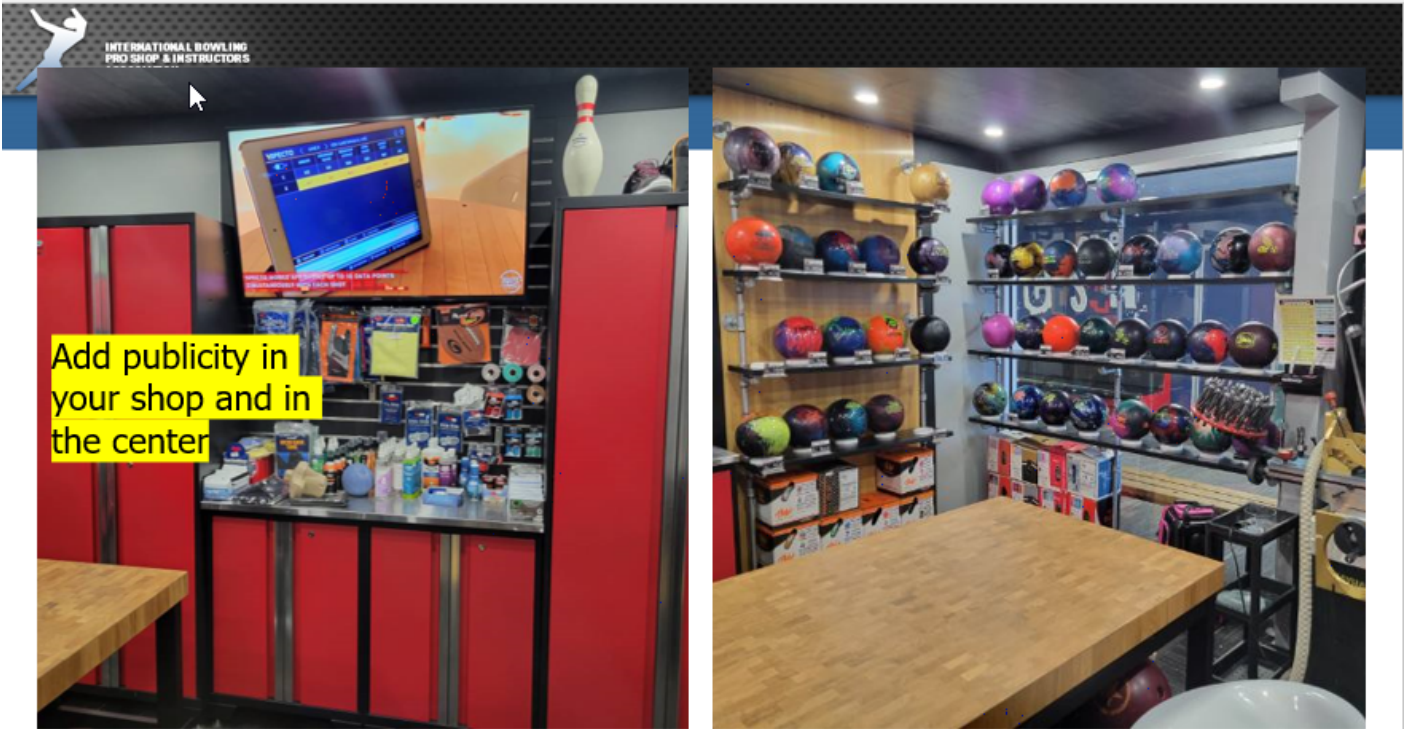


Your Products

In both these cases, products are well displayed

- Visibility
- Pricing
- All types of products





Add publicity in your shop and in the center



Online sale of well plugged balls...

- [Ebay](#)
- FB marketplace
- Certain FB Groups

Michael Anthony Mirabile
 +2 · 1d · e
 Price is shipped
 Add \$2 if using PayPal goods and services
 Not interested in any trades. Always open to reasonable offers. ... See more

Bowling Ball Plugging Hall of Fame
 Private group · 1.0K members

Michael Anthony Mirabile
 November 17 at 3:22 PM · e

Brought this Turbo X back to life and nailed it!!! That idol pearl ain't bad either!

CORAM, NY
 Fully Plugged Storm Hyroad

Message

- Often we hear of proshops not stocking because of lack of demand.
- If you don't have any, you can't sell it.
- Follow your sales in each category, track it!
- Create a spreadsheet with dates of purchase, this way you can return balls that aren't performing to replace them for new 'hot' merchandise!

CLEANCAT	2019	
	Perc	%
0700 - PIECES - PARTS		0.00%
1000 - QUILLES - PINS		0.01%
0900 - EQUIPEMENT PRO SHOP - PRO SHOP EQUIPMENT		0.19%
0500 - VETEMENTS - APPAREL		0.37%
1300 - SERVICES		5.01%
0600 - ACCESSOIRES BOWLING - BOWLING ACCESSORIES		7.77%
0400 - SACS - BAGS		8.64%
0200 - PETITES BOULES - SMALL BALL		18.14%
0100 - GROSSES BOULES - TENPIN BALLS		21.47%
0300 - SOULIERS - SHOES		38.39%
Grand Total		100.00%