

## Retail Outlet And Club Fitter

### Miles Of Golf

Chris Miles and Brent Norton

[www.MilesOfGolf.com](http://www.MilesOfGolf.com)



Miles of Golf is committed to being a serious club fitter. The retail store, a leader in Michigan and a Golf World Business Top 100 shop, has become one of the nation's best and most comprehensive club-fitting and testing centers. They are an authorized custom fitting center for the leading club makers.

Launched by Chris Miles, the former University of Miami golf captain, he is as adept on the green as he is in making it. Miles is a graduate of Columbia Business School and has run several businesses.

### Why choose TrackMan™

Miles of Golf shop manager, Brent Norton, a veteran club pro, had to first convince Miles to buy a TrackMan™. In Miles' words, "Brent dragged us into it. In retrospect, we're very glad we did it."

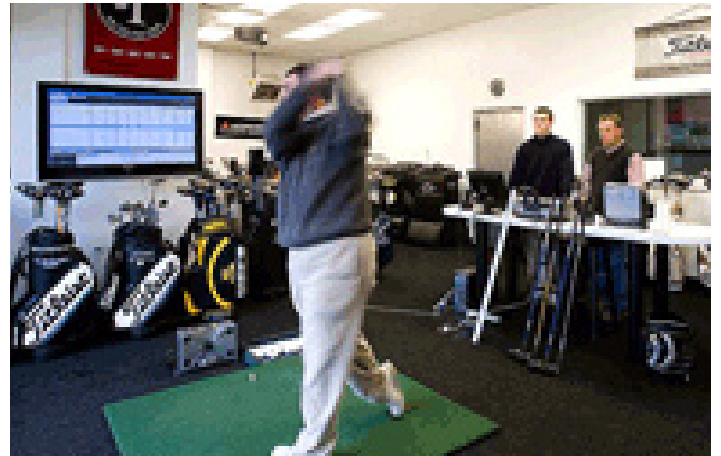
The store has been fitting clubs for some 10-12 years. Their goal has always been to stay one step ahead with technology. TrackMan™ has enabled them to do so.

As a result, the store has had an excellent year. "We've seen our club fitting revenue from TrackMan™ increase from \$17,000 to 27,000, year on year, while regular fittings have remained the same," said Norton. Adding, "TrackMan™ has brought in many new and a larger cross section of customers. We are now pulling in people from across the state, from top amateurs on down."

The store and its facilities have become favorites of the nearby universities. University of Michigan, Michigan State and Eastern Michigan golf teams all come by to use the store's TrackMan™. With Norton adding, "We get great feedback on our TrackMan™, the coaches' love it. The regional club manufacturer reps also send their staff over to us to get fitted because of our TrackMan™."

### Bringing value and results

As a retailer, discovering the next hot club can be a major asset. Shops are increasingly using TrackMan™ to test the product they receive. Everything from drivers to a ball's performance is accurately measured by the system. For evaluating new product, TrackMan™ plays an important role in a buyer's decision making.



The Cluboratory - Miles Of Golf.

"We use TrackMan™ when we are looking at a new vendor. We can compare the numbers. TrackMan™ has helped us to determine which inventory stands out and what to carry.

For example, Tour Edge Exotics tested very well on TrackMan™. As a result it has been a very hot club for us and a good surprise. By looking at the numbers, we can see how well a club performs and basically, change opinion.

Miles elaborates, "We have always had a good following. Now TrackMan™ adds more value to our business, it has increased our reputation amongst company reps."

### Using TrackMan™

"The other systems we have used tend to miss a high percentage of shots hit. TrackMan™ never loses a shot. We have yet to have a problem," says Miles.

Accuracy, stability and functionality have always been keys in TrackMan™'s development. Norton adds, "Once you figure out the screens, it is very easy to navigate. We find it extremely user friendly, and our staff has had no problems in picking it up.

TrackMan™ has also helped us very much with our gap fitting. Especially the high and low in the bag. Because of it, we are adding more hybrids and wedges into players' bags. They see how effective the clubs are on TrackMan™, and end up eliminating the 3 & 4 irons from their sets.

TrackMan™ opens up their eyes. It doesn't matter what level of golf you play. The pros want to learn more about their swing. And with the general customers, we get great feedback on why they hit like they do. We can then take their reports and know what to look at in their lessons," says Norton.