

# Pro Shop Staff Guide - Complete Dashboard Manual

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## Welcome to Pro Shop Operations! ■

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This guide covers everything you need to know about using the MciPro Pro Shop dashboard.

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## ■ Getting Started

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### First Time Setup

1. **Register** using staff verification (requires manager approval)
2. **Wait for approval** notification (usually within 24 hours)
3. **Log in** via LINE authentication
4. **Access** your Pro Shop dashboard

### Your Dashboard URL

```
https://mcipro-golf-platform.netlify.app
```

## ■ Dashboard Overview

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### Main Sections

#### 1. Inventory Management

- Product catalog
- Stock levels
- Low stock alerts
- Reorder management

#### 2. Sales & Transactions

- Point of Sale (POS)
- Transaction history

- Daily sales reports
- Payment processing

### 3. Customer Service

- Tee time bookings
- Equipment rentals
- Member inquiries
- Golf lesson scheduling

### 4. Reporting

- Daily sales reports
- Inventory reports
- Top selling items
- Revenue analytics

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## ■ ■ Daily Operations

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### Opening Procedures

#### Morning Checklist:

- Clock in (set status to ON-DUTY)
- Review today's schedule
- Check cash register balance
- Verify inventory alerts
- Review tee time bookings
- Check rental equipment availability
- Review special orders/requests
- Check weather forecast
- Prepare promotional displays

#### System Setup:

1. Log in to dashboard
2. Open POS system
3. Count and verify cash drawer
4. Check credit card terminal
5. Review any overnight messages
6. Prepare for first customers

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## Point of Sale (POS)

Making a Sale:

Select Products:

Search: [Golf balls...]

Titleist Pro V1 (12-pack)

Price:

1,800

Stock:

45

units

[

Add

to

Cart

]

Review Cart:

...

Shopping Cart:

- Titleist Pro V1 (x1) - 1,800
- Callaway Glove (x1) - 450
- Golf Tees Pack (x2) - 100

Subtotal: 2,350

Tax (7%): 164.50

Total: 2,514.50

...

Process Payment:

- Cash
- Credit/Debit Card
- Member Account Charge
- QR Code Payment
- Split Payment

Complete Transaction:

- Print receipt
- Thank customer
- Inventory auto-updates
- Transaction recorded

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Equipment Rentals

Rental Process:

1. Check Equipment Availability:

Available Rentals Today:

• Golf Clubs (Full Set): 8 available

• Pull Carts: 12 available

- Electric Carts: 6 available
- Umbrellas: 15 available
- Range Finders: 4 available

## **2. Create Rental Agreement:**

- Customer information
- Equipment selected
- Rental duration
- Deposit amount
- Expected return time
- Condition notes

## **3. Issue Equipment:**

- Verify customer ID
- Collect deposit
- Document condition
- Provide receipt
- Set return reminder

## **4. Process Return:**

- Inspect equipment
- Verify condition
- Refund deposit (if applicable)
- Mark as returned in system
- Clean/prepare for next rental

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# **Tee Time Management**

## **Booking Tee Times:**

### **Walk-In Bookings:**

1. Check tee sheet availability
2. Verify golfer information
3. Select tee time slot
4. Confirm group size
5. Process payment
6. Assign caddie (if requested)
7. Print confirmation

### **Phone Bookings:**

1. Answer professionally
2. Gather customer information

- 3. Check availability
- 4. Hold time slot (5 minutes)
- 5. Collect payment/deposit
- 6. Send confirmation via LINE/SMS
- 7. Add notes to booking

**Tee Sheet View:**

■ Tee Sheet - Today

07:00 Mr. Johnson (4) ✓ PAID

07:10 Ms. Chen (2) ✓ PAID

07:20 [AVAILABLE]

07:30 Mr. Williams (4) ■ HOLD

07:40 [AVAILABLE]

07:50 Mr. Brown (3) ✓ PAID

## Inventory Management

**Daily Tasks:**

**1. Stock Checks:**

■■ Low Stock Alerts (3)

Titleist Pro V1 - 8 units (reorder at 10)

Callaway Glove (L) - 3 units

Golf Tees - 5 packs

**2. Receiving New Stock:**

- Verify delivery against PO
- Count items carefully
- Check for damage
- Update system quantities
- Store properly
- Update displays

**3. Cycle Counts:**

- Daily: High-value items
- Weekly: Fast-moving items
- Monthly: Full inventory

#### **4. Reordering:**

- System generates reorder alerts
  - Review suggested quantities
  - Adjust based on season/demand
  - Submit purchase orders
  - Track delivery dates
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## **Customer Service**

#### **Handling Inquiries:**

##### **Common Questions:**

- "What tee times are available?"
- "Do you have [product] in stock?"
- "Can I rent clubs?"
- "How much are golf lessons?"
- "What's the dress code?"
- "Is there a driving range?"

##### **Service Standards:**

- ✓ Greet within 30 seconds
- ✓ Make eye contact
- ✓ Smile and be friendly
- ✓ Listen actively
- ✓ Provide accurate information
- ✓ Offer alternatives
- ✓ Thank customer

##### **Handling Complaints:**

1. Listen without interrupting
  2. Empathize with customer
  3. Apologize sincerely
  4. Offer solution
  5. Follow through
  6. Escalate to manager if needed
  7. Document in system
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## **Golf Lesson Coordination**

#### **Booking Lessons:**

##### **1. Check Pro Availability:**

#### ■ Golf Pro Schedule

- 9:00-10:00 AM - AVAILABLE
- 10:00-11:00 AM - Booked (Mr. Lee)
- 11:00-12:00 PM - AVAILABLE
- 2:00-3:00 PM - Booked (Ms. Park)

## 2. Create Lesson Booking:

- Student information
- Lesson type (individual/group)
- Duration (30min/60min/90min)
- Pro preference
- Special needs/goals
- Payment processing

## 3. Lesson Types & Pricing:

- Individual Lesson (60min): ■2,000
- Group Lesson (60min): ■1,000 per person
- Junior Lesson (45min): ■1,200
- Playing Lesson (9 holes): ■3,500
- Video Analysis Session: ■1,500

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# ■ Financial Operations

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## Cash Handling

### Opening Cash Drawer:

- Count starting cash
- Record in system
- Verify amount matches expected
- Sign off on count

### During Day:

- Make change carefully
- Count back change to customer
- Keep large bills under tray
- Regular cash drops to safe
- Keep drawer organized

### Closing Cash Drawer:

- Count all cash
- Count credit card receipts

- Verify against system
- Complete closeout report
- Prepare deposit
- Lock in safe

**Cash Security:**

- Never leave drawer open unattended
- Don't discuss cash amounts openly
- Keep register area clean/uncluttered
- Report discrepancies immediately
- Follow two-person count policy

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## Payment Processing

**Payment Methods:****1. Cash:**

- Count twice
- Verify bills not counterfeit
- Count back change
- Provide receipt

**2. Credit/Debit Card:**

- Insert/tap card
- Verify cardholder name
- Customer enters PIN
- Wait for approval
- Provide receipt

**3. Member Account:**

- Verify member number
- Check account standing
- Add charge to member account
- Member signs receipt
- Provide copy

**4. QR Payment (PromptPay/LINE Pay):**

- Display QR code
  - Customer scans
  - Wait for confirmation
  - Verify payment received
  - Provide digital receipt
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# Daily Reports

## End of Day Report:

Daily Sales Summary

Date: October 7, 2025

Staff: John Smith (PS-001)

REVENUE

Merchandise:45,600

Rentals:8,400

Tee Times:32,000

Lessons:6,000

Other:2,500

Total Sales:94,500

TRANSACTIONS

Cash:24 (18,200)

Card:36 (52,300)

Member Charge:12 (24,000)

Total Trans:72

TOP SELLERS

1. Titleist Pro V1 (12 sold)

2. Callaway Glove (8 sold)

3. Golf Tees (15 sold)

# Inventory Deep Dive

## Product Categories

1. Golf Balls:
- Premium (Titleist Pro V1, Callaway Chrome Soft)

- Mid-range (Srixon, TaylorMade)

- Value (Precept, Wilson)

2. Golf Clubs:

- Drivers
- Fairway woods
- Hybrids
- Irons
- Wedges
- Putters

3. Apparel:

- Shirts/Polos
- Pants/Shorts
- Shoes
- Hats/Visors
- Gloves

4. Accessories:

- Tees
- Ball markers
- Divot tools
- Umbrellas
- Towels
- Bags

5. Rental Equipment:

- Club sets (men's/women's/junior)
- Pull carts
- Electric carts
- Range finders
- Umbrellas

Stock Management

Minimum/Maximum Levels:

Product	Min	Max	Current	Status
<div><div></div></div>				
Pro V1	10	50	8	<div><div></div></div> LOW
Gloves (M)	15	40	22	✓ OK
Tees	20	100	5	<div><div></div></div> CRITICAL
Golf Shirts	10	30	18	✓ OK

### Seasonal Adjustments:

- **High Season** (Nov-Feb): Increase max levels
  - **Low Season** (Jun-Sep): Reduce min levels
  - **Tournament Prep**: Stock specialty items
  - **Clearance**: Discount slow movers
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## Pricing & Discounts

### Pricing Tiers:

- **Retail Price**: Standard pricing
- **Member Price**: 10% discount
- **Staff Price**: 20% discount (with approval)
- **Tournament Price**: Special event pricing

### Applying Discounts:

1. Verify customer eligibility
2. Select discount type in POS
3. System auto-calculates
4. Confirm with customer
5. Process payment

### Sale Items:

- Clearance items
  - Seasonal discounts
  - Bundle deals
  - Loyalty rewards
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## ■ Training & Product Knowledge

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### Golf Equipment Basics

#### Club Fitting Basics:

- Understand shaft flex (regular, stiff, extra stiff)
- Know club loft angles
- Grip sizes (standard, midsize, jumbo)
- Club length adjustments
- Lie angle importance

#### Ball Recommendations:

- Beginners: Durable, value balls
- Intermediate: Mid-compression, control

- Advanced: Tour balls, spin control
- Seniors: Low compression, distance

**Apparel Fitting:**

- Size charts
  - Brand fit differences
  - Fabric types
  - Care instructions
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## Customer Profiles

**Beginner Golfers:**

- Recommend value equipment
- Suggest lessons
- Patient explanation
- Don't oversell

**Experienced Golfers:**

- Technical discussions welcome
- Premium products
- Performance focus
- Brand preferences matter

**Junior Golfers:**

- Growth considerations
- Budget-friendly options
- Junior programs
- Parent involvement

**Senior Golfers:**

- Lightweight equipment
  - Larger grips
  - Senior flex shafts
  - Comfort focus
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## ■ Communication

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### Phone Etiquette

**Answering Calls:**

"Good morning, [Golf Course Name] Pro Shop,  
this is [Your Name], how may I help you?"

**Common Calls:**

- Tee time bookings
- Availability inquiries
- Pricing questions
- Directions
- Weather inquiries
- Lesson bookings

**Putting on Hold:**

"May I place you on hold for a moment?"  
[Wait for response]  
"Thank you, I'll be right back."

**Transferring Calls:**

"Let me transfer you to [Department/Person]  
who can better assist you."

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## LINE Communication

**Customer Messages:**

- Respond within 15 minutes
- Professional tone
- Use proper grammar
- Include relevant details
- Confirm bookings in writing

**Internal Team Chat:**

- Quick updates
- Stock issues
- Customer needs
- Schedule changes

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## ■ Emergency Procedures

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## **Medical Emergencies**

1. Call for medical help immediately
2. Notify manager
3. Stay with customer if safe
4. Don't move injured person
5. Document incident
6. Fill out incident report

## **Weather Emergencies**

1. Lightning: Close shop, move to safety
2. Monitor weather alerts
3. Notify golfers on course
4. Suspend play if necessary
5. Process refunds/rain checks

## **Security Issues**

1. Remain calm
2. Don't confront shoplifters
3. Alert security/manager
4. Document what you saw
5. Call police if necessary

## **System Failures**

1. Switch to manual processes
  2. Record transactions on paper
  3. Notify IT/manager
  4. Continue customer service
  5. Enter transactions when system returns
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# ■ Closing Procedures

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## End of Day Checklist

- Financial Closeout
  - Count cash drawer
  - Reconcile credit card sales
  - Complete daily report
  - Prepare deposit
  - Lock cash in safe
- Inventory
  - Note any stock issues
  - Secure high-value items
  - Check rental equipment returned
  - Restock displays for tomorrow
  - Submit reorder requests
- Facility
  - Clean counters and displays
  - Empty trash
  - Turn off equipment
  - Lock all cabinets
  - Set alarm
- System
  - Complete EOD in POS
  - Print reports
  - Back up data
  - Log out
  - Clock out (OFF-DUTY status)
- Communication
  - Review tomorrow's schedule
  - Note any special events
  - Check messages
  - Brief next shift (if applicable)

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## ■ Key Performance Metrics

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### **Your Performance Tracked:**

- Daily sales totals
- Average transaction value
- Customer satisfaction ratings
- Upsell success rate
- Inventory accuracy
- Register accuracy

### **Goals:**

- Daily sales targets
- Customer service scores above 4.5/5
- Zero register discrepancies
- 95%+ inventory accuracy
- Response time under 2 minutes

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## **■ Pro Tips**

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### **Maximizing Sales**

1. **Greet everyone** - "Good morning! Playing today?"
2. **Ask questions** - Understand their needs
3. **Suggest alternatives** - If first choice unavailable
4. **Cross-sell** - "Need tees or a ball marker?"
5. **Bundle deals** - "Buy 2, get 10% off"
6. **Member benefits** - Remind them of discounts
7. **New arrivals** - "Just got these in..."
8. **Product knowledge** - Know what you sell
9. **Try-ons encouraged** - Let them touch/feel
10. **Thank them** - "Enjoy your round!"

### **Building Relationships**

- Remember regular customers
- Learn their preferences
- Greet by name
- Ask about their game



- Follow up on previous purchases
- Personalize recommendations

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## ■ FAQ

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### **Q: What if the price is wrong in the system?**

**A:** Verify with manager, honor advertised price if customer's right, update system after transaction.

### **Q: Customer wants to return used equipment?**

**A:** Follow return policy (usually 30 days, unused, with receipt), manager approval for exceptions.

### **Q: We're out of stock on popular item?**

**A:** Offer similar alternative, take customer info for call when restocked, check if other locations have it.

### **Q: Credit card declined?**

**A:** Politely inform customer, suggest alternative payment, stay professional and discreet.

### **Q: Customer wants discount not in system?**

**A:** Manager approval required, explain current promotions, suggest membership benefits.

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## ■ Resources

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- **Product Catalogs:** [Link to vendor catalogs]
- **Pricing Sheets:** [Link to current pricing]
- **Inventory System:** [Link to inventory portal]
- **Tournament Schedule:** [Link to events calendar]
- **Staff Directory:** [Link to contacts]

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**Last Updated:** October 7, 2025

**Version:** 1.0

**Questions?:** Contact Pro Shop Manager or General Manager