

Tony's plan

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TONY'S VERDICT

Your golf expertise gives this store a winning edge

1 Put likely winners within easier reach

DONE ☐Start here Big impact Some work*"Finding the right club should take fewer strokes than playing the eighteenth."*

- ☐ Add an On sale filter alongside brand, price, hand, loft and flex.
- ☐ Test Best selling against Featured on New Products; compare revenue per visitor.
- ☐ Keep new launches visible in a dedicated row while testing the default sort.
- ☐ Extend winning sorting changes and the sale filter across relevant collections.

2 Give shoppers confidence about delivery

DONE ☐Solid impact Some work*"Golfers can handle a water hazard; mystery delivery dates are another matter."*

- ☐ Show an estimated arrival date range beside the Callaway Supersoft sleeve's buying controls.
- ☐ Calculate dates using destination, dispatch cutoffs and available Silverdale or Takapuna stock.
- ☐ Roll accurate delivery estimates across product pages, clearly accounting for rural addresses and weekends.
- ☐ Link a genuine independent review badge beside existing homepage testimonials, if eligible.

"You've already got a strong game. Start with product discovery, then sharpen delivery confidence—no need to rebuild the clubhouse."

T Big Tony

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