



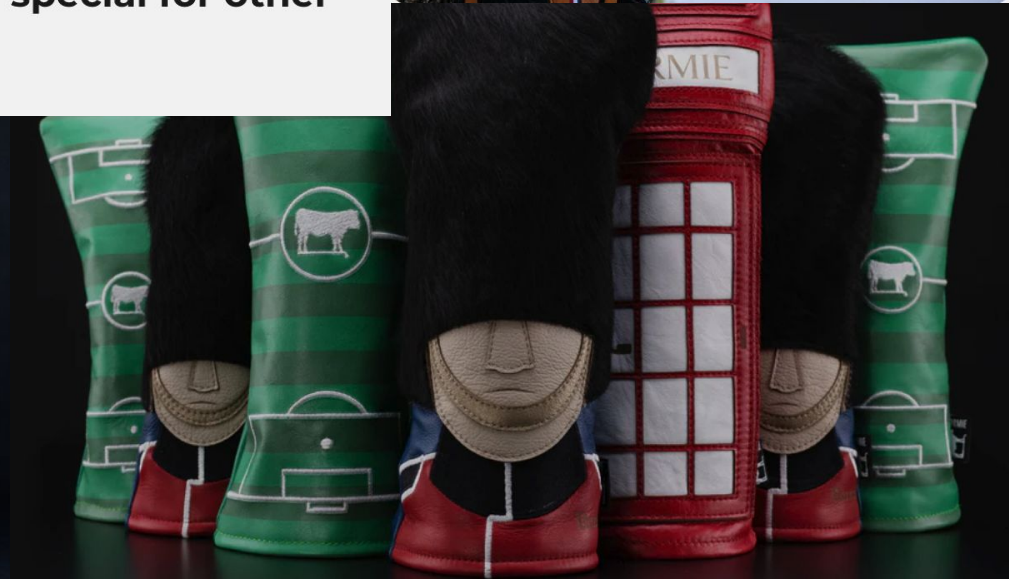
2024 Field Sales  
Playbook

**D O R M I E**

# Who We Are

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**Dormie Golf Workshop** is a company founded by brothers **Jeff and Todd Bishop**, both members of **PGA Canada**, who were born and raised in Nova Scotia. Thanks to their **passion for golf**, they had the opportunity to travel around the world and play in some of the most prestigious courses. After all their experiences, they decided to return to their homeland and create something **special for other golfers**.



# Dormie Playbook (Field Sales)

## Topics:

1. Dormie Inside Sales Counterpart
2. Playbook Stages (Outlined in this deck):
  - Step 1:** Identify Interest & Customer Info Needed
  - Step 2:** Sending in Design request
  - Step 3:** Creative Process, Pricing & Proofs
  - Step 4:** Processing the Approved Order
  - Step 5:** Post Sale / Pre-Production Prep
3. Appendix & FAQ (resources, links, etc..)

# Who is our Internal Support?

Meet Noah:

Noah Laing - Inside Sales Support

[nlaing@dormieworkshop.com](mailto:nlaing@dormieworkshop.com)

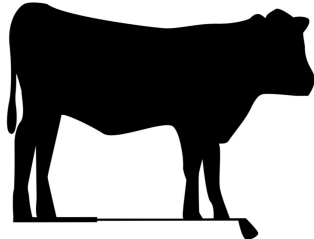
Experience:

Noah has been with Dormie for over a year and managed our HQ shop and inbound sales funnel since March 2022.

We will walk you through WHEN & HOW to engage with Noah to support your sales efforts and make the ability to sell Dormie Products in the field easy and efficient.

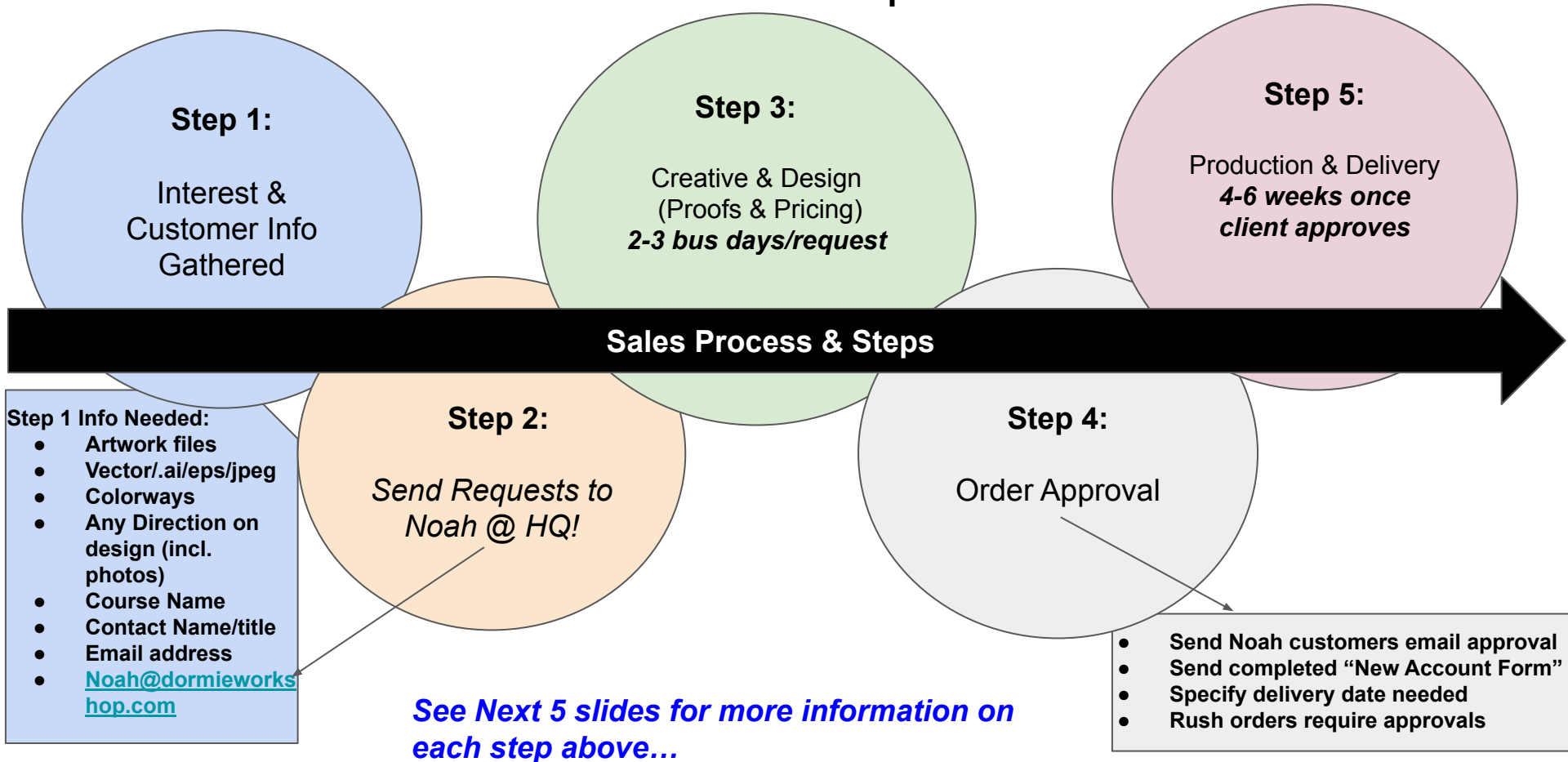


# Process Stages: Step by step



D O R M I E

# Process Map



# Step 1: Customer Information Needed

When a customer says they are interested, start asking questions:

- Great, what kind of design did you have in mind?
  - Encourage the prospect to drive the broad strokes of design (colorways, etc) if possible
  - They have no idea? - Our design team can lead the creativity if needed!
- Can you send us Artwork (logo's, course landmarks, iconic views, etc)?
  - Artwork needs to be sent in the following formats:
    - Vector, ai, eps, and/or pdf
  - What products do you need?
    - Walk them through the catalog, show them full product suite
- Did you have a budget/price point for these covers?
  - Pricing ranges from \$53 - \$140 depending on design (helps design narrow scope)
  - Future Mock-ups will come with pricing included on proof front he design team

## Step 2: Sending in Design Requests

Once we have the information needed from Step 1, you can send it off to Noah:

***Email Noah the Following Information in this format:***

Subject: “{Course Name & State} + Mock-Up Required”

Include in email:

- *Artwork files from customer*
- *Contact info for contact (title, full name + email)*
- *Budget/Price Points discussed (if we know)*
- *Any design ideas from customs*

Everything is now with the Inside Sales & Design team & will take **2-3 business days**.



# Step 3: Creative Process, Pricing & Proofs

Timeline: 2-3 Business days later, sales should get a reply from Noah with the following:

- The Mockup:
  - Designs & styles requested (DR/FW/HY, putters, other accessories)
  - Pricing on each design (**until this is live - see Matt/Noah**)
  - Any notes/issues from design
- Noah will email all design mock-ups to field sales
- Field sales responsible for sending & reviewing with prospect.

Iterations & Revisions to Mock-ups:

- Customer may come back with edits or changes to the initial design
- Sales to send design edit/change requests to Noah
- Include any files/artwork supplied by customer to Noah
- 2-3 Business day turnaround on all design edit requests

# Step 4: Processing the Approved Order

Client approves and want to place the order

1. Email Noah and let him know the following:
  - a. **All Customer APPROVED Styles & Designs** (with screenshots of each) to be purchased
  - b. Any additional **customization or personalization requests**
  - c. **Order Type?**: Tournament, Shop Order or Corporate?
  - d. Due Date → Standard is 4-6 Weeks from order approval date
  - e. Should a customer need a **RUSH ORDER**:
    - i. Approval needed from Production on all rush orders
    - ii. Rush Order Fees may apply & vary depending on ask
    - iii. Field sales to submit request to Noah
    - iv. Noah to check if it is possible with production (assess queue backlog)
2. Noah will create the sales order & process for production run

# Step 5: Post Sale / Pre Production prep.

A few weeks after Noah has placed your order, you will receive the following:

- Customer approvals on Embroidery / Laser / Debossing tests
- Noah will see in our CRM when our test prints need approval
  - Noah will be notified by production
  - Noah will send a picture of the test print to Field Sales Rep
  - Field Sales responsible for getting approval on test print form customer
  - Once approved by customer, Field Sales will update Noah via email
  - Noah will update Production team of customer approval
  - Production run starts
- Once order ships
  - Accounting/Field sales with UPS tracking information (emailed)
  - Field Sales accountable for sending to customer



**Appendix:  
FAQ & Resource Links**

**D O R M I E**

# Frequently Asked Questions:

## Pricing, Quantities & Styles.

Q: What is MOQ?

***A: 24 units (can be a mix of DR, FW, HY styles)***

Q: Does the cover have to be the same design?

***A: Yes, we price based on design in MOQ of 24 units/design***

Q: How can I add putter covers, alignment sticks or other accessories to the order?

***A: Additional accessories MOQ is 8 units (per design & includes 2 colors)***

## Accessory products Dormie offers:

[Page 37-55](#) of 2023 catalog

## FAQ (continued)

Q: What are your prices?

***A: Pricing determined once final design is approved. We range from \$50 to over \$140 for wholesale pricing depending on the amount of customization needed/applied to the design***

Q: Why is Dormie more expensive than other companies?

***A: We care about our customers ability to impress people with our creative offerings. All of our products are hand made, top quality and won't crack or peel.***

# Customer Testimonials:

“I wasn't sure if the price of a custom headcover justified the product, but after receiving my dormie headcover, I would've paid more.”

“Dormie products create conversation.”

“THIS represents golf to me, Worth the 💰 !!! Statement piece in my bag”

“The detail and materials on it are elite, it was well worth the price.”

“I own 5 head covers by you guys. The quality and craftsmanship is top notch. I'm also lucky enough to work in a pro shop where we sell custom head covers made by you, and we get nothing but comments about how happy our members are, and are usually asking to order more!”

“The craftsmanship and quality materials used makes their products significantly superior to anything else I've found in the market.”

“The cover I received was heirloom quality when it arrived and has aged wonderfully with every round. Dormie is the best in the business.”

“The quality of both the leather and craftsmanship is truly unparalleled.”

“I purchased my first Dormie head cover back in 2017 and looks no different from the day it arrived. “

“Typically the most talked about item in my foursome. Especially with caddies.”

“The craftsmanship is unreal, and they always draw envy from my playing partners.”

***And we could go on... there are many more amazing customer testimonials!***

# Resources & Links

Who is [Dormie Workshop?](#)

Website: [www.dormieworkshop.com](http://www.dormieworkshop.com)

Instagram Account: [DormieWorkshop](#)

US Price List: [HERE](#)

New Customer's Account Application: [HERE](#)

2023 Catalog: [HERE](#)

Dormie Trailer: [HERE](#)



# Flowpapers & Catalog's

Discovery land - <https://78570769.flowpaper.com/DormieDiscovery2/>

US open 2022 - <https://78570769.flowpaper.com/US2022/>

Seminole - <https://78570769.flowpaper.com/seminole/>

Masters 2022 - <https://78570769.flowpaper.com/masters22lookbook/>

DORMIE CATALOG 2021 - <https://78570769.flowpaper.com/dormieworkshopcatalog/>

DORMIE CATALOG 2022 - <https://78570769.flowpaper.com/Dormiecatalog2022/>

DORMIE X PEBBLE BEACH - <https://78570769.flowpaper.com/dormiepebble/>

UCONN - <https://78570769.flowpaper.com/UCONN4/>

CLASSIC Collection - <https://78570769.flowpaper.com/CLASSICSV1/>

# Standard Discovery Questions with Customers

- Who do you carry now?
- How many headcovers do you sell now?
- What is the wholesale/retail price-point?
- What styles are you currently carrying/seeing move?
- We do a lot more than just headcovers, what else would you be interested in?
  - Leather - holders, stash bags, tees
  - Metal - Divot tools, bag tags, ball markers
  - Apparel - Towels, hats, etc
- Do you have a dedicated space in the shop for covers?
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