PROS MUST PLAN

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(5) An opportunity to show the pro's own sincere personality and competence in making the sales transaction a matter of service rather than the store method of cold exchange of cash for merchandise.

Check Up Pro Strong Points

In preparing himself to get the drop on budding competition the pro will be wise to go over his entire membership list and see just what he knows about each member and the member's game, equipment and needs.

It will surprise many a pro to be reminded by such a survey that he doesn't know as much as he should about a lot of his comparatively new members and the golfing prospects in the new members' families.

The pro's very strong point of expert fitting of clubs has been neglected during the long period when clubs that precisely fit haven't been available. Players have been so eager to get new clubs they'd buy almost anything they could find.

Many of the older—and wealthier members—have clubs that are too heavy and have shafts that are too stiff. Actually one reason for a club having a first class professional is to attend to rectifying such cases as these outgrown clubs. The pro has to handle these cases with discreet judgment but if he doesn't look into them he's going to lose sales—and his members who go elsewhere won't be fitted properly. It will be a loss all around—except to the stores.

I've mentioned the shop arrangement and stock as being a vital matter to the younger professional but the older professional too can well spend some time considering the price range of his shop stock and keeping his displays constantly with "that new look."

This year far more than in years past the pro has to think of what he's got in selling points that the stores haven't got. And the pro has to make sure that the member is made keenly aware of the superior points of pro shop stocks and service. You can't expect the member to go to any trouble making the discoveries for himself.

If a pro loses out in competition with stores in the battle for golf business that will begin in earnest this year he can't complain that luck was against him. He'll have to blame himself for overlooking the same sort of smart planning and work the store would do if it had the inside track on golf business that the pro logically has.