This simplifies the re-arrangement of merchandise every couple of weeks to give regular customers a new view of the stock practically every time they shop. Bud credits this continual change with being a prime source of sales. "In a static shop, it's easy to shop by habit. If the golfer has to look around a bit, chances are he'll spot something he hasn't noticed before," he says.

The recessed lights installed in the ceiling of the new shop haven't proved adequate in Bud's scheme of mobile merchandising. Often, the area in which he wants to place a display is not illuminated properly. This problem might be solved by several strategically-placed, swivel-style spotlights that could be turned to light the re-arranged displays.

Know Your Customers

"Spotlighting customers can be a successful selling tool, too," points out Bud. "Buy for their individual needs and tastes — make custom purchases for your members. Then, give a specific customer a phone call when you have an item you think would interest him. He'll appreciate the extra service."

Besides the traditional golf supplies, Bud stocks an increasing amount of sports-wear. Sales in this department are up 15 to 20 per cent over two or three years ago. During the winter months, club members even can purchase topcoats from Williamson. Since the shop is located just off the men's lockerroom, Bud has found a ready market for men's shaving creams, soaps and cologne.

"Women are buying more," Bud says, "because they now shop more on their own. Our lounge area is a popular gathering spot for the ladies and this helps our sales. As sales to women have increased, we've devoted more attention and space to their needs. My wife, Cecelia, and Barbara Stempski, one of my sales assistants in the shop, handle the distaff department. They both have a sharp eye for new trends in ladies' sportswear and equipment."

Don't Give Them Away

Commenting on his trade-in policy on used clubs, Williamson says, "I always allow a little less than I think I can realize on re-sale. A pro has to make up his mind to realize some profit on used equipment. The market for trade-ins at Lincoln is my out-of-state customers, and those who don't belong to the club."

A pro's appeal to his members depends to a great extent on the extras he's willing

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