



CHUCK CUMMING

THE PROFIT PRO SHOP

WILL YOU BE READY TO BUY?

In another two months manufacturers of golfwear and golf equipment will be ready to introduce their lines for 1975. At that time, sales representatives and salesmen will be phoning you to set up appointments in which to sell you the new lines. Will you be ready?

You won't be, if you haven't done your merchandising homework. If you have been diligent with your paperwork, you know that your sales from the past 12 months have all been faithfully recorded. A recap of those records will tell you exactly how many shoes, slacks, shirts, balls, clubs and golf bags you've sold. Your records will also tell you which sizes, colors and price ranges were preferred this year by your clientele. All these records will allow you to project your increase for 1975 and to place your orders accordingly.

The foregoing sounds easy; the procedure is, if advance preparation has been made. If you are unprepared, then, of course, buying becomes mere guesswork, and errors become commonplace.

Because there is a correlation between accurate record keeping and efficient buying, both of which are necessary to profit, let's examine a basic record system that utilizes two index cards.

On card one, you write down the address of the company from which you are buying, with the telephone number, the name of the salesman and his number. With this kind of information accessible, you can easily write or call in an order or check on your initial or your back order. The card is your direct link with both the company and the salesman. The other information on the card, pertaining to merchandise, allows you to keep track of the relationship among the order date, the date on which you requested delivery and the actual date the merchandise arrived. You need also the information the card supplies to keep abreast of the number of items you've purchased. If you sold 10 sets of top grade golf clubs last year, and you are projecting a 10 per cent growth in club sales for this year, you would order 11 sets of clubs.

Card number two gives you information on the particular item ordered, the quantity, size, color, sales date and your cost. The categories on this card tell you immediately the inventory you have purchased and sold, plus your cost.

The foregoing system is one of many you can use. If you prefer, you can utilize one large card and write down all the information on that. I have recorded only basic information. Naturally, it may be expanded.

If you use a cash sale ticket—the Anco system or any other—it is advisable to daily figure your cost, selling price and profit percentage of each cash sale. These figures can then be used each day, week or month to pinpoint your gross profit by category and by sale. This is also an excellent method of finding out the buying patterns of your customers. For example, if you sell to one of your male golfers a pair of slacks, were you also able to sell him a matching shirt or sweater or a pair of shoes? If you or one of your assistants are not selling the related item, that will show up in the records. When the problem is isolated, it can be solved, but without records to point up weaknesses in your selling procedure, there's no way of knowing what is causing the problem. The whole pro shop program is undermined when it lacks proper direction.

Regardless of the size of your shop, you must maintain more than cash records, if you are going to merchandise efficiently.

Consult your records when a salesman calls on you or when you attend either the national or the various regional merchandise shows. If you have kept your records up-to-date, an inventory sheet and an "Open to Buy" sheet become easy to make up and will eliminate many buying mistakes. □

Card 1

COMPANY: ADDRESS: TELEPHONE:			
Salesman: Telephone:			
Purchases	Date	Delivery Date	Mds. Rec'd

Card 2

COMPANY:						
Item	Quantity	Size	Color	Sale	Date	Cost