



In the Movies: Merchandising made easy with audio-visual aids.

Manufacturers Make Merchandising Manageable

Every year, pros rack their brains for new ways to market their merchandise. More often than not, the pro is left with warmed-over ideas of seasons past, but it doesn't have to be that way.

Pro shop personnel can often turn to a product's manufacturer for tips on selling items and additional selling aids, and it usually doesn't cost a dime.

Just about every company in pro shop business has ideas on how to move products. They can vary all the way from simple promotional signs to complete marketing kits.

Probably the most extensive effort in the audio-visual field for the pro is currently being offered by Confidence Golf. The company has produced a 16 mm movie educating the consumer and club pro on the benefits of the investment cast process. Varied steps of the process are shown, as the club takes shape.

Covering the entire scope of investment casting, the movie follows the process from its infancy in design through finished production and up to the final utilization of the club on the course. Two versions of the film are available in either six or 13 minute sessions.

To show the film, a counter-top projector is included in the loaned package. The machines allow the pro to run the film continuously or when desired. In essence, audio-visual aids such as these are added pluses for the pro shop sale. Many consumers have little or no idea of how equipment is manufactured and a film such as this can add a lot to consumer education, while at the same time give the pro additional credibility as an expert in their field.

There are also other visual aids available. Several equipment companies offer disassembled, unpolished versions of their clubs to

assist the pro in illustrating to the consumer the unique qualities of the iron or wood, as opposed to its competitors.

Shamrock Golf currently offers such a marketing device. According to company president Jack Kirby, the merchandising attempt has been well-received. "This type of marketing aid can really help the pro on a sale. A club such as this, can graphically show the customer that which, if described in words, sometimes is not completely clear."

Kirby explains that with the club his firm markets, which is aimed for the middle and high handicapper, a sales aid such as the unfinished club demonstrates the advantages of the club and the results that can be expected for the buyer.

To compliment the marketing items, Shamrock also has worked on

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a merchandising packet for pros handling its line. Included in the portfolio are a number of testimonials from satisfied customers along with press items on the club from various media, the most prominent of which was a piece from the Nov. 4, 1974 issue of *Newsweek*.

For several seasons one company in golf business, has con-

sistently aided the pro, the Etonic division of the Charles A. Eaton Co. For example, for a minimal charge, Etonic provides a complete merchandising kit for such big sale days as Mother's Day and Father's Day. The kit is full of promotional items that can compliment sale opportunities in the shop.

Of course, promotional efforts are often focused on such special emphasis holidays as Christmas and several of the firms offer gift

packaging of products to coincide with this time of year. For instance, Faultless, Royal, PGA/Victor, Ram, Dunlop, Acushnet and Pedersen all offer gift boxes of their top of the line balls for the Christmas selling season.

Added incentives were attached to the balls to aid sales. Royal's gift box featured an attractive chess set, while PGA/Victor's was accompanied by a flask of men's musk oil and Ram's offered a weighted warm-up ring.

Throughout the year, manufacturers offer a number of brochure-type leaflets highlighting new products. Easily available from field salesmen that visit the pro, these leaflets can often be turned into envelope stuffers that can be placed in the mail from the club to its members, thus highlighting merchandise either new to the shop or still prominent. These items are almost always free from manufacturers.

By the efforts of the manufacturer and the piece of merchandise itself, the pro can often gain an advantage on how to sell a product. For instance, Ron Sanders of Red Hot Golf markets a wood and an iron that in themselves are teaching tools for the golfer. Sanders' club have incorporated a solid epoxy insert in the club face that after contact with the ball show a smudge from where the club connected. "We call them our 'Instant Replay' clubs. Since they use clear epoxy and show the smudge, they are almost a self-teacher for the player. The advantage of the club is its aid in correcting the swing. That's an added selling point," Sanders said.

Impulse buying in the pro shop is an every day thing and especially on such items as gloves. Robert Robinson, sports glove product line manager for Edmont-Wilson told GOLFDOM, "Prominently displayed merchandise can keep sales up and attractive displays lend themselves to sales."

Edmont-Wilson along with many other manufacturers package their products in attractive displays that catch the eye and keep the product name in front of the customer.

Through a variety of ways, manufacturers are helping the pro merchandise. Why not, it's to their advantage too. □

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