

# T a l k i n g I t O v e r

**“The More You Tell, the More You Sell”** At the very foundation of success in pro shop merchandising is the telling of the shop sales story to the members. One of the most profitable newspapers in the United States has set for a successful advertising policy the simple phrase, “the more you tell, the more you sell.”

It would surprise most pros to know how their members' ignorance of the extent and character of the stock carried in the pro shop is responsible for loss of sales, or that the pro depends on the shop business for a good part of his income. A typical case came up the other day as we were talking to a young pro who is anxious to educate himself as a good merchandiser and is well ahead of the rank and file of the field as a student of his job. The boy was commenting on selling to women. He said there were two women in his club to whom he was giving lessons, using clubs of his own stock for instruction purposes. He got these women enthused about golf. What did they do when they set forth to buy golf clubs? Why, they went to a department store and loaded up.

The youngster told us, “You bet I gave them hell!”

Whose fault was it? The women are habitually department store buyers, and when they were in the market for golf clubs they followed their normal purchasing channel. With all his opportunities and all of his eagerness to sell the young pro simply had neglected to tell his pupils what he had in stock and how it was the best value for these prospective buyers.

The simple truth was that he hadn't talked the selling end of his business enough.

Every pro will see, in the bags of his members, clubs that have been bought from pros at other clubs when the members happened to be visiting. In most cases those lost sales mean that the home pro has neglected to keep his members continually reminded that he is at the club to sell as well as to teach.

The professional need not be a high-powered salesman to get a good volume of his business, but it is a certainty that he can't loaf on the job in letting his market know what it needs.

## **Greens Teamwork First Essential in Maintenance**

At a recent meeting of the Midwest Greenkeepers' association we heard comments by the greenkeepers in attendance on co-operation between the greens chairman and his greenkeeper. These remarks outweighed in their significance a good part of the technical discussions that are held when these earnest experts get together.

There was none of the old stuff of the employee being afraid to speak out in meeting when his opinions conflicted with those of the man who

# Between Ourselves

hired him. These greensmen talked of visiting various courses in the Chicago district and then submitting their comments to the greenkeeper in charge (their fellow member) and his greens chairman. Not one dissenting voice was heard when the plan was offered. The greens men said that there might be some valid criticism and some legitimate excuses for defects in the course, but each individual wanted his work assayed by a jury of stern and competent critics. If they were missing bets they wanted to know where and they were not afraid to have the findings presented to their employers.

To our way of thinking, this is one of the finest exhibitions of a whole-hearted aim to get courses perfect that anyone could ask. There might be some touchy and temperamental greens chairmen who would hold against their greenkeepers in an unduly strong and lasting way any of the errors of omission and commission that might come to light, but the Midwest greenkeepers, by their action, showed that they would bet their jobs greens chairmen of this type were not at their clubs.

This display of confidence in the justice and co-operation of their chairmen promises to be one of the most profitable new ideas in greenkeeping work, for it means that if mistakes are made, due to lack of knowledge or of money, they will be quickly found and corrected rather than be kept concealed by a man who is fearful of the consequences of discovery.

We congratulate the Midwest Greenkeepers' association on its adoption of this policy of "Lay on, MacDuff, and damned be he who first cries 'enough.'" We are confident that it mirrors the policy of boldly inviting constructive criticism that prevails among the leading greenkeepers of today and it shows the partnership for the good of the cause that exists between greens chairmen and greenkeepers at the representative clubs.

## "Let George Do It" Tough on Managers

When a frolicsome member gets a bit of a cargo aboard and must be gently made a peaceful citizen, when bad weather cuts down the house income, when lack of housing facilities for help prevent getting the right staff of waiters, or when any of the thousand other difficulties arise around a golf club, the manager gets the job of working the way out of the trouble. Lots of the duties and miseries are strictly his, but few of them are his alone.

You can track down complaints regarding managers and in a great number of cases you will see that the responsibility of the errors should be shared by the house committees. In justice be it said that the committees usually don't realize their rightful duty.

When there's some unpleasant duty to be done around the club it's not a bad idea to see whether "the buck" should be passed to the manager entirely or whether the matter should be handled by a committee head.