

# 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