

## Sell Them What They Need for Vacations

The majority of every pro's club members who go on vacations take their clubs with them. Playing on new courses gives the pro a wide opening for suggesting to his members enough balls to last them on their vacation trips and probably a few clubs that they need to bring their equipment up to the right point.

When one of your members comes in the shop with the request to give him his clubs so he can get started on his vacation, try him with the suggestion that he buy his vacation golf needs in your shop.

Here are two cases we recently observed of the wrong and right way to sell. A member came into a shop and said, "I want a goose-necked brass putter with those little dots in it where you hit the ball."

The pro said, "Haven't any like that. They don't use 'em like that any more around here." No sale.

At another shop we watched a member come in with almost the same request.

The pro snapped into it, "Sure, here's what I think you want. Try it!" The putter wasn't what the prospective buyer had intended to get but the player took it and it felt good. The sale was made.

Don't let them get away if they want to buy until you have eased them into an examination of what you have in stock.

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