

Pro Pointers From Veteran Leader

THE pro has one main article to sell and that is himself. The department stores are boosting your game and more power to them, they are making golf possible to thousands with the help of the daily fee courses.

The first step in selling yourself is the results you get from the golf lessons you give. Remember, you are paid for results.

The pro who is the student of human nature, who thinks, and who studies his clients will win out. The only time you should meet your clients is on the golf course; friends and business doesn't pay. The golfer is out for a good time and you are part of the fun, so keep in the picture and play your part. See that everything possible is done for their enjoyment, no matter how grouchy the few may be, meet them with a smile and pleasant word. Above all things be a booster first, last and all the time—it pays.

Don't gamble for real money—it never sticks, does you a great deal of harm, lowers you in the esteem and respect of the members who are the back-bone of any organization.

In other words, the pro who is getting the money today is the boy that knows his golf game from both sides—up on golf rules and tournaments, is keeping up with the greenkeeper, carries a neat line of clubs, balls and a variety of bags, etc.

Remember selling merchandise in a pro's shop is a very tactful proposition as there is the kickback. This doesn't hurt the department store because of volume of business but you have a limited clientele and you have to be right.

Here's something on that troublesome matter of selling golf apparel and "trick" accessories in the pro shop. Ben Knight of Winona, Minn., is going to try to solve his problem in this respect by putting in another showcase. Ben says: "You have to put that sort of stuff right in front of your members' noses. Put it where they want to take a look at it. It's not necessary to carry a big line. Representative samples of well selected goods, and do the rest of the selling from catalogs."

Another good thing about high class merchandise in the pro shop—the store competition is less. On high class merchandise the department stores usually make more of a mark-up than the pro. In de luxe bags especially, they ask for more money than the pro, and the stores get the business a lot of times because some pros are afraid to handle a product that sells for real money. Get over this "buck fever" when big money is mentioned.

Why is it that a member who buys golf goods at a store doesn't take his purchase back when it is unsatisfactory, but will raise hell with the pro when he's not satisfied with anything bought at the pro shop? There's one place where the pro has it over the store. The customer gets complete satisfaction without inconvenience.

Ever figure how much of a selling point is the pro's pride in the stock he sells? Each club is sold with the implied or express warranty of his endorsement and pride in it. There's no such pride in product in evidence around department store golf merchandise.

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