

The Why of Lost Sales

WHY does the pro shop lose business it should have?

Now that the heavy season for selling is about to start for the pros in the northern states and the prospects of the year are so vivid, it will do no pro any harm to check up on the errors of omission or commission in his shop which were responsible for the escape of money he should have had.

There has come to GOLFDOM'S attention a compilation of the reasons for lost sales made by the Merchants' Service bureau and covering representative retail stores.

It will give pros plenty of food for thought to look over this compilation which follows:

Indifference of salespeople.....	47
Attempts at substitution.....	24
Errors	18
Tricky methods	18
Slow deliveries	17
Over-insistence of salespeople.....	16
Insolence of salespeople.....	16
Unnecessary delays in service.....	13
Tactless business policies.....	11
Bad arrangement of store.....	9
Ignorance of salespeople about goods...	6
Refusal to exchange purchases.....	4
Poor quality of goods.....	1

We have shown this list to about a dozen men in professional golf merchandising, divided about 50-50 between manufacturers' salesmen and well-known and successful pros, and have asked them how the ordinary retailer's loss reasons stacks up with the pro's reasons for losing out on sales.

Without exception they have stated that the indifference of salespeople is the main reason for loss of business in pro shops as well as in retailers' stores. As the pro and rarely more than two assistants comprise the sales force in the pro shop, it shouldn't be hard to eliminate this factor of indifference. If the pro is interested in making money, he'd better get on his toes about making sales, and see that the assistants whose performances are so closely under his supervision also show due interest and intelligence. Indifference toward selling is indifference toward making money and serving members. If the pro is personally

guilty for this dereliction, that is accountable for the most lost sales, he had better wake up and get next to himself or look around for a good union job that calls for frequently mentioned combination of a strong back and a weak mind.

But enough of the scolding. Until GOLFDOM began to stir up interest in pro selling, a number of pros, according to their own frank confessions, hadn't realized what might be done in increasing their incomes with able and active shop selling work. The last two seasons have seen so much development in pro selling that the pro shop as a retail merchandising outlet is apparently at the dawn of its big day. The pro who isn't prepared to take the advantage of this condition in 1929 will be strictly out of luck. Not only will his income show that he has missed a bet, but his members will notice, by comparison with other pros and their shops, that their man is asleep on the job.

Losses the Pros Don't Have

As we look over the retailers' reasons for loss we rejoice that attempts at substitution, tricky methods, refusal to exchange purchases, and poor quality of goods figure very little in pro shop losses. Instead of substituting, the pro possibly lets many sales go by not trying discreetly to fit the customer's needs with something that will well serve the buyer. There are very few complaints of tricky methods in pro selling and seldom do we hear of a pro's refusal to make any reasonable exchange of purchases. In most cases the pro or his assistants, if they are entitled to hold their jobs at all, know enough about the goods they are selling to do a good job of handling the players' requirements properly.

Very infrequent are the complaints of over-insistence of salespeople in the pro shop. It might be a good thing if there were a little more of this.

Study these points and of other articles that may be responsible for restricting your income. Compare your reasons with those that have cost other retailers sales and profits. Then, when you have located the factors that are penalizing you, you can correct them and enter on a new and happier day of profitable merchandising at your shop.