

## How Not to Sell Clubs

THERE'S a well-known maxim to the effect that it never pays to lose sight of proportions, a maxim every pro who makes any claims to being a smart merchandiser can profitably keep in mind when making sales. Here is a sterling example of how *not* to sell a set of clubs, recently told GOLFDOM by the former assistant of the pro who pulled the boner.

One of this pro's best customers came into the shop one day and bought a \$75.00 registered set of irons, beautiful clubs well worth their price. The member was delighted, and asked that the pro stamp initials on each head, which was done. The member went out to play his first round with the new clubs, found them in every way up to his expectations, and complimented the pro on carrying such fine merchandise. The pro had, in this member, a satisfied customer.

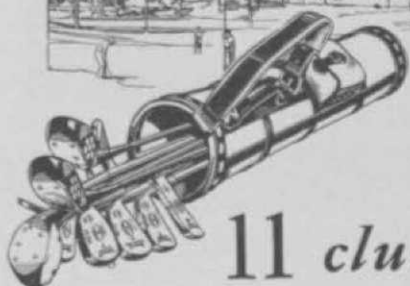
That is, he had one until the end of the month, when the member received the bill from the pro for the clubs. It read:

1 set Registered Irons.....	\$75.00
Initialing .....	.75

\$75.75

Can you wonder that pro lost a good customer? He made a \$75.00 sale, one that would have brought his member back every time he wanted golf supplies, and then ruined everything by losing sight of proportions, and billing the member for initialing, a service that any clever pro would have thrown in free.

Many professionals make this same general mistake. There are certain little services which should never be charged for (at least in the case of regular customers); these include such trifling services as initialing, whipping grips, refacing wood clubs, and such other jobs as these, which take very little time, but are highly



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In commenting on a patent application for a certain type of steel shafted club, a well-known golf expert stated: "Moreover, the rigidity of such metallic shafts induces an inharmonious action of the club as a whole, destroys the 'balance' of the club, and eliminates the characteristic 'feel' which the skilled player prefers to experience and which to a great extent determines the quality of his playing."

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appreciated by members. Rather, these should be regarded as means of building good will and bringing customers back to the shop.

The pro can capitalize on these free services by looking for chances to do them. Glance at a member's clubs as he gets them from the racks, and if a wrapping is loose, ask the member if he is in a hurry. "There's a wrapping that ought to be fixed. Have you time to let me put a new one on?" "That driver of yours can stand refacing; give it to me a minute."

Thus the pro impresses on his members that he is willing to be of service; that he is alert to his job; that he is no "nickel nurser."

## Quick Feeding Calls for Revised Club Plans

A lounge room connected with the men's locker-room has been added to the California Country Club's facilities, also a lunch and soda fountain combination counter which will probably take the place of the present men's grill room service arrangement. "Quick luncheon service is necessary as time has become so very valuable, especially to the business man golfer; every minute counts. Therefore, this shall receive the most earnest consideration," says D. Howard Hawk, manager.

AT LEAST 10,000 sq. ft. of putting green sod should be available in the spring for patching or re-sodding greens and fairways. If the nursery receives only a reasonable care, no turf need be wasted. The best turf should be reserved for the greens and the balance can easily be used to advantage on tees, or for sodding bare spots in the fairways.

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