

"Pat's" Outline of Pro Policy —and Some Other Pro Tips

NOT only the professional, but many another business man will find spur to thought in the comment on the soundness of the pro policy of safe and sane selling as laid down by J. A. Patterson, professional at Potrero C. C., Inglewood, Calif.

"Pat" has long had the reputation of being a straight-forward thinker on this subject of pro merchandising and when he lines up the American tendency toward high-pressure selling with the inevitable consequence of a relapse from which many businesses are suffering now, he confirms the logic of the general pro selling practice.

Patterson does not advocate lying down and letting business drift in. Not by a long way. He believes in a fellow keeping his eyes and ears open and hustling. But at the same time, he is dead set against strong-arming the trade into buying the last red cent's worth of golfing supplies. "Find out what they need and then employ the gentle, persistent and effective selling method of suggestion," is the Patterson policy. In carrying out this policy he emphasized the value of the right sort of pro-shop display. By working on such a platform. "Pat" says the pro is giving his members selling service that contributes to the value of membership in any golf club.

Thoughts on the correct policy for today's pro merchandising, as laid down by Patterson, run:

Does your head ever get dizzy from looking at and being mixed up in the speedy wheels, gadgets and whatnots of this two-hundred-fifty-mile-an-hour age in which we live?

Television, radios, airplanes, seaplanes and all the "ahead-of-the-minute" chain lightning methods of the business world are enough to make us old codgers shudder as we try to penetrate the picture of the future.

Yesterday, the whole policy of the business world, from the manufacturer down to the retailer, was high-pressure, speed, "knock-them-down-and-make-them-like-it" stuff, until the whole country was in a

maze of debts so big it seemed that daylight would never appear. Today, the high pressure salesman is muzzled and we are gradually returning to normalcy and new adjustments must be made.

The day has passed (let us hope never to return) when the customer will stand so that his money may be hi-jacked from him without a holler and the policy of the golf professional is no different from that of any other business man in that he must, if he wishes to prosper, "play the game" with his customer, constantly keeping in mind the fundamental principle of true success, Dollar for Dollar value, and, if necessary, just a little bit better than that.

The policy to be adopted by a professional in relation to his club members must, of necessity, vary. No two problems are identical, nor do I believe any fixed rules can be laid down which will govern all cases, but I do believe that if the pro will realize that he is dealing with business men and that they, as such, appreciate sincere effort, he will be successful.

There are a few rules he must watch most carefully. A small representative stock attractively arranged, with each piece of merchandise plainly priced, is a sign of good business and the "friendly" pro is the one who is eternally and honestly interested in his members' golf troubles and successes, and can diplomatically listen to their other troubles without hearing them.

Summing up, the whole secret of business to me is interested service, the right merchandise properly priced plus more service.

YOUNG Jack Fulton, our team-mate, contributes the star boy-scout deed of the day to the pro cause.

Locking up his cigarettes, shifting papers from one pile to another, and giving other evidence of deep thought, Jack unburdened himself thusly:

"Have you ever heard of a pro giving a free playing lesson to each new member of the club? The pro could get a list of the new members as elected and by telephone, in person or by letter (preferably by phone or in person), invite the new member to play around with him some