

his story yet and, lest we get sidetracked, I asked another question.

"Forget the moral obligation part of it" I said "and tell me this; you said the pro's selling job fell down after he had sold you the matched set *idea*? What did you mean?"

"Simply this" he answered "He failed to point out that there was a matched set for me that was exactly right. He assumed I would buy from him and he undoubtedly would have given me a set that fit. But he didn't remind me of it *before he had completed the sale*. In other words, he had left me in a frame of mind where anyone who had a matched set for sale could have sold me. He didn't stake me off for his very own."

I interrupted once more.

"In other words he had merely sold you the idea, or rather the logic of the matched set idea. He never once asked you to buy the *clubs* from him."

### Nail Them Now

"Yes, I think he asked me," was the reply "but it was merely an invitation to buy now and not next week. If right then he had put the fear of God in me about being sure the set *fit* me, I'd never have even considered the \$16 difference in price."

"You know" he continued "I believe that every golfer knows that the game is at least 75 per cent mental and that should have been the pro's cue. If he had even intimated that I would be dissatisfied with even a matched set that didn't fit me, I'd have been afraid to buy the department store clubs. But I was so engrossed with the idea of matched clubs that I didn't think of the mental side of it. Now every time I hit a poor shot with these clubs I wonder if I didn't make a mistake. I haven't the confidence in myself or the clubs that I would have had if my pro had selected them for me."

### Start Isn't All of Sale

The moral of this story was not obscure to me any more than it is to GOLFDOM'S readers and yet I knew that this self-same incident occurred over and over again at nearly every club. This pro *hadn't* finished his selling job. He had assumed too early in the game that a sale started was a sale rung up in the old cash register.

I was turning this over in my mind when another of the group gave throat to a remark. He was a man about 45, with a

bead in his eye, obviously a successful business man.

"I'm general sales manager of a large manufacturing concern" he said "and our product is sold by our own sales force to hardware dealers on a franchise basis. We give exclusive territory protection to a dealer in exchange for a contract of a prescribed volume. Our one greatest difficulty is getting salesmen who are what we call 'closers.' Any of our men can get a prospect interested in our proposition but we have only about 25 out of 250 who can get the name on the dotted line. Your pro wasn't a closer."

This speech crystallized my thoughts. Pros have to be closers—not merely salesmen. Remember that each one of these seven men had said that he would *rather* buy from his pro. The only reason they hadn't was because the pro failed to put the final *punch* into his selling. He had failed to be a good closer.

I saw the fat man's department store clubs the next day. As I had half expected they weren't right. They had a lie so upright that he couldn't have swung them *correctly* without finding his tummy in the way.

### PRO PROFIT BOOK OFFERED FOR ASSISTANT STUDY

Providence, R. I.—Cheering prospects for pro shop business for 1932 already are in evidence, according to E. C. Conlin, golf ball sales manager of the United States Rubber Co., who cites pro activity in pre-season education of their assistants. Conlin comments:

"A number of the pros who have engaged their assistants for the 1932 season have written asking if any of the **Pros, Players and Profit** books are left, so copies can be sent to their boys for earnest study prior to the opening of the season.

"It is a new experience to me to see these foresighted men making strenuous effort to see that the very important position of shop assistant is filled by a trained young fellow who has studied the responsibilities and details of his operations. As a manufacturer, I'd say it is positive indication of pro shop selling on a more business-like basis than ever before, and certainly shows that the PGA has done good work in stirring up pro business thought by its plans for business schools."

Conlin further advises that a small number of the books are left and will be sent free to any name and address pros instruct. The book is a first class piece of business literature for practical use in the pro shop.