

HOW I SELL SHOP ITEMS

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I CREDIT a reasonably steady increase in my shop sales to an unusual amount of personal sales effort plus an average of over 70 hours per week on the job. Smart stock displays changed every week end, attractive direct advertising campaign and a quality stock at low prices aided materially in getting more business.

My advertising budget of several hundred dollars a year is divided among monthly mailing cards, personal letters, special sales letters and prize donations. I departmentize my shop into four units; balls, clubs, clothes and repairs. I take each department as an individual problem and adopt a policy that will bring maximum results. I carry an exclusive line of merchandise for each department and also a selection of bargain goods for those who are inclined to buy only on price.

Suggests Purchases

My method of selling is probably different than that of many others. You cannot sell a set of clubs to the complete satisfaction of everyone concerned unless the member wants to buy. I merely use the "power of suggestion" as the foundation of my sales policy. Through conversation I make an analysis of my prospect. I learn his likes, dislikes and other favorite pastimes. If these other pastimes are hunting and fishing I soon learn the type of equipment he uses and the amount of time he devotes to each sport. I learn whether he is the type of individual that wants the best in equipment or the fellow that wants to play the game as cheap as he can. I make no attempt to sell him anything but simply develop a feeling of good fellowship in our acquaintance. When the time is ripe I ask him to try out a set of clubs that I have carefully selected that I know will improve his game because they are perfectly adapted to his style of stroke. Of course he does better with them and naturally he begins to talk about buying. When a man sells himself the idea he wants something, it is almost impossible to stop him from buy-

Suggestion Sells Balls and Clubs; Apparel Is Harder Problem to Lick

ing it. The "power of suggestion" plus a little encouragement from the pro is a selling combination hard to beat.

Balls and clubs are not so difficult to sell but clothing is a real problem. Very few professionals have ever been successful in merchandising a line of toggerly in their shops. I know of no reason why it is not more convenient for the member to buy his golf clothing from the pro than downtown. The pro is in a better position to sell because he can advise what offers the most comfort during the actual play. The pro certainly knows the correct style and color combinations that are both seasonable and fashionable.

If the pro's own apparel is correct in style, conservative in color, practical for play and reasonable in price, I believe the members will buy. My own line includes four styles and patterns of slacks and knickers, six patterns in caps, four styles and colors in sweaters, five colors in wool and cotton hose, five grades of anklets, leather jackets, rain jackets, sport shirts and ties. In my week-end displays I always feature clothing; one week I concentrate on caps and another on slacks and knickers or sweaters. For over five months of 1933 my toggerly sales led the sales of balls and clubs. Proving clothes can be sold by a golf pro.

I have adopted a system of circulating Golfer's checks, which has helped my ball sales considerably. In the old system a member would sign a charge slip and give it to his winning opponent. This idea failed to help the pro because they were rarely turned in except when a player needed a ball or two. My Golfer's Checks are good for any kind of merchandise. Now the member signs a charge slip, I give him a Golfer's Check in return and I get my money on the charge slip at the end of the month.

YOU ALWAYS can make a golf tournament pay if you get enough live workers. There were 117 members of the Junior Chamber of Commerce of Buffalo who gave their time to making the 1934 PGA tournament a complete success.