

BOOSTS BOOK TO PROS

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*Not written for pros alone, but
fits their problems perfectly*

IN January GOLFDOM there was an article that explained the large number of changes in pro jobs, although this article was not presented as an explanation of that serious situation in pro golf. This article maintained: "The successful pro generally uses 75% personality and 25% ability." Any pro who did not read—and think about—that article would be making a profitable investment of his time to locate his January GOLFDOM and read one of the most valuable observations ever made about pros by a representative club official.

I have heard pros discuss this article and in some cases arrive at the conclusion that if a pro is not blessed naturally with a strong and winning personality there is nothing that can be done about it. I want to disagree with that conclusion.

It seems to me that if a pro has personality enough to get a job he must have the basis of a personality that will hold a job. However there are many fundamentally sound men in pro golf who pay no conscious attention to how exercise of the best in their personal make-ups not only makes club memberships more valuable to the members, but very positively protects the pro job and income.

Pro Must Be an Actor

A pro's personality is as much an asset to him as personality is to an actor. Even though it does require some skillful posing before the public and pretending that you're delighted with things when you're not, the pro can't afford to depend on people taking him exactly as he happens to feel.

I had an interesting and helpful experience in psychology last season. I am certain that I became of more value to my club as a result of the effort I took. I happened to get that popular book "How to Win Friends and Influence People." It is one of the most profitable books that a pro can get. Before your season gets under way I advise you to get it, read it and then see that your assistant reads and studies it. My assistant, Adam Campbell, gave this book his serious attention

and it helped a great deal in his quick development to a point that he became one of the best boys that ever worked around a pro-shop. That goes from the members' viewpoint as well as my own.

This book Dale Carnegie wrote is especially worth while for the pro because at a golf club a pro has to do his selling in an adroit way. A pro can't come right out and high pressure. He has to deftly make people realize they need and want to buy something and get into the attitude of believing that the pro has done them a service by having the merchandise there for their instant purchase and use.

Grouchy Member Is a Problem

What always is a peril around a golf club is the presence of a man who comes out with a grouch and knowing that as a member he is boss. The man thinks he is right. The pro with whom the member may come in conflict knows the member is wrong. It is unnecessary to tell any experienced pro how often such situations come up and how often they lead to serious trouble for the pro. There are plenty of ways to handle such situations tactfully so the irritable member is made a booster for the pro, and the pro himself comes out ahead in the debate without the member realizing there has been a conflict of opinion. The Carnegie book in this respect alone is well worth what it costs a pro.

A section of the book is devoted to "Six Ways to Make People Like You." You read that in a receptive mood and put it into practice and I am certain that your season at your club will show in dollars and cents the benefits of this reading.

The book claims that it will "get you out of a mental rut . . . increase your popularity . . . increase your influence, your prestige, your ability to get things done . . . enable you to win new customers . . . increase your earning power . . .

help you to handle complaints . . . avoid arguments . . . help you to arouse enthusiasm among your associates." That is a lot of claiming, but any pro can see that any one of those helps will be worth plenty at a golf club job.

I have seen this "How to Win Friends and Influence People" work for me and my assistant at our own club, and after I read that official's comment on the value of pro personality, I decided I'd pass my testimony along to other professionals who are always on the lookout for ideas that will enable them to handle their jobs with greater pleasure, profit and security.

"Gaps in Selling" Points Out Possible Sales Mistakes

A FORMER PRO, now district sales manager for a national corporation, sends GOLFDOM pages torn from "Printers' Ink," a sales and advertising periodical. The pages are those of an article on "Gaps in Selling."

The ex-professional, who prefers to remain anonymous, comments:

"Here are remarks about failures in selling that should be studied by every pro who wants to improve his sales service to his members. It won't be necessary to do much more than outline the points to the class of pros who will be benefitted by such a reminder."

So here goes, mentioning the points in an excellent article by Harry Simmons pointing out weak spots in selling:

1—No Follow Through . . . Working the prospect up almost to the point of closing and then becoming discouraged.

2—Fear Complex . . . Timidity that makes a man hesitate to grapple diplomatically with his customer and actually ask for the order.

3—Too Much Temperament . . . Which amounts to exhibiting bad temper to the customers and shows lack of patience.

4—Failure to Check Up . . . Give customer attention after the sale, too; that will result in repeat business.

5—Competition Complex . . . Worrying so much about your competitors that you remind your customers the competitors are the hustlers. "Surely no salesman can be stupid enough to imagine that his firm has a monopoly on everything worth while. Stick to your knitting and mind your own business. Your business is to

sell your merchandise and to use every minute of your selling time to impress the prospect with the desirability of your proposition."

6—Price Complex . . . The mistake of forcing the subject of price onto the prospect's mind simply because the salesman has a price complex himself, ballyhoosing cost instead of quality and performance.

7—Poll-Parrot Selling . . . Inject some personality into your selling instead of repeating the same old words lifelessly.

8—Argumentation . . . "An argument takes you everywhere and gets you nowhere. The wise salesman will let the argumentative prospect talk himself out. When the prospect starts to argue about one point it is high time for the salesman to start talking about a new point."

9—Importance Complex . . . "The prospect is the one to be considered important; not the salesman. Some salesman act so important that their over-bearing manner actually drives the prospects away."

10—Lack of Service . . . Whatever the customer expects in the way of service (even if occasionally unreasonable) is a job that the salesman must handle tactfully. If you cannot give the customer the service he expects, it is much better for him to hear about it from you, than to allow him to discover it for himself.

It won't hurt for you to sit down and do a job of bluntly analyzing your own pro-shop selling on the basis of the preceding 10 points. You and you assistants may be muffing some of them for they are shortcomings in selling that are by no means confined to pro-shop operations.

Penfold Offers Big Prize Dough for Golf "League" Play

ERNEST PENFOLD, the ball manufacturer, has put up \$5,000 as prize money for an innovation in British tournaments. Twelve of the leading British professionals have been invited to play against each other on the league principle, with each competitor playing two matches daily against other players.

Two points will be scored for a win and one point for a halved match. Winner will get \$1,000; second, \$750; and third, \$500, with the remainder divided among the other competitors. Cotton, Mahon, Lacey, Padgham, Alliss and C. A. Whitcombe have agreed to play in the event.