

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.