

BOOK TELLS 'HOW TO SELL'

THERE'S a 75-cent book on selling that many pros can study to good advantage. It's called "The Sizzle Book," and gets its name from the fact that it is "the sizzle that sells the steak—not the cow." Elmer Wheeler, author of the book, is the sales expert who makes a fortune for his clients and himself from research that reveals word formulae that increase sales.

Early in his research Wheeler discovered that a big store with millions of dollars in merchandise on its shelves, actually had its destiny controlled by 800 sales girls whose only two worries were: "When am I gonna get married and quit working?"

"Gee, I wish it was 5:30—my dogs are aching."

With all the selling of his personality, equipment and lessons that a pro must do to make a living, it's strange that quite a few pros and their assistants fall into the sales girls' way of thinking. The pro-shop guy is apt to think:

"Boy, I wish so and so would come out. He's good for a dollar-dollar-dollar."

"Can you imagine that cheap louse buying from a store when I'm here?"

Vacuum Cleaner

Method Used

Wheeler starts his book by giving a close-up on the successful method of selling a vacuum cleaner. It's interesting for a thoughtful pro to see how the same principles can be applied to selling golf clubs and balls. "What will it do for me?" is a question in the minds of every purchaser, rather than what the design and construction features are. The mechanical features must be interpreted in terms of service to the buyer.

Customers make "snap judgments," Wheeler has found, so your first 10 words are more important than the next 10,000. Prove your point with showmanship, he advises. There's plenty to that, pros will agree, upon reflecting how they have sold

clubs to members because the pro himself has used the clubs to good advantage.

Frame your words at the close of the sales talk so the customer has a choice between something—never between something and *nothing*.

Wheeler warns against such phrases as: "Could you afford the better-priced one?"

"Would you be interested in . . . ?"

"Would you like me to explain this feature to you?"

"Howya fixed for . . . ?"

Instead of that sort of a stab at selling, he advises:

"You like this feature, don't you?"

"Which of these do you prefer?"

Train your voice, Wheeler says. The proper tone of voice carries power in selling. The growler, whiner and monotonous-toned talker doesn't score.

Wheeler made an ungodly amount of money for Coca Cola by putting into fountain clerk's faces just one questioning word—"Large?"

The old practice was for the clerk to ask, "large or small?" By eliminating the word small, millions of nickels have been added to the total spent during "the pause that refreshes."

This 75-cent book of Wheeler's is part of his \$3.75 book on "Tested Sentences that Sell." There's a lot of dope in the cheaper book to make pros think along lines that will increase their sales.

Opal Hill Joins Wilson Staff; Her Job To Develop Women's Golf

MRS. OPAL S. HILL, one of the best known personages in women's golf, has joined the Wilson Sporting Goods Co. staff to have charge of women's golf promotion. In her new work as a business woman golfer Mrs. Hill will concern herself especially with the development of golf among high school, university and business girls.

Much of her work will be that of coordinating the possibilities of development in the women's golf market with the pro facilities for serving this field.

As a winner of almost every major American women's title except that of the National, as a member of the USGA

Dubsread GC at Orlando, Fla., this year will have the ultimate in facilities for player comfort. The new tenth tee at Dubsread is set in a cool, tropical glade, supplied with inviting rustic benches, and—this winter it will have cold beer on tap!