

# 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!

women's committee, the Women's Western GA, the Women's Trans-Mississippi and numerous other organizations, Mrs. Hill as an executive and as a friendly competitor has become one of the outstanding leaders of American women's golf.

Her game is a product of pro instruction by Al Lesperance, and of her own thoughtful, persistent practice and pro consultation. She is well aware of the problems and possibilities that pros have in extending the women's market.

As an admirable sportswoman, a fine business woman and an all-around great gal, Mrs Hill will be welcomed to the business department of golf by professionals.

### Exhibition Match Formally Opens New Munny Course at Amsterdam, N. Y.

**A**N exhibition match between four well known professionals officially opened the WPA-constructed Amsterdam, New York, municipal golf links a few weeks ago. Gene Sarazen paired with Frank Hartig, the new pro at the City course, against Tom Creavy and John Lord. The match was over the 18 hole route. Who won doesn't matter. What was important was that this match brought into use a modern public links that had been created as a product of the employment of relief labor.

James W. Gaynor of Albany, administrative assistant of the New York State WPA, pinch-hit for State Administrator Lester W. Herzog, in officially turning over the work relief project to Mayor Arthur Carter of Amsterdam. The latter, after a review of the three-year job which has given needed work to persons on Amsterdam's relief rolls and a splendid addition to the City's recreation facilities, drove the first ball signalling the opening of the course.

Robert Trent Jones, nationally known golf course architect, has created a masterpiece on the 128 acres of rolling city-owned land. All features of a modern course—sand traps, bunkers, water hazards and woods—have been utilized to make the par 71, 6,900-yard layout a links paradise. The ninth and 18th greens are at the clubhouse, a double horseshoe effect. A sprinkler system for the fairways, tees and greens was installed, assuring a plentiful supply of water.

While most golfers are interested in but one kind of bird—a score of one better than par on a hole—a bird sanctuary is

being built in the woods through which many of the fairways stretch.

A stucco building to house the pro-shop and starter's office has been constructed in addition to temporary sanitary facilities. A parking area for 250 cars has been created adjacent to the proposed clubhouse site.

### Fourth Hole Attracts Attention

Of particular interest to the golf-minded galleryites at the formal opening of the course was the fourth hole, a par-3 affair. Architect Jones and Construction Superintendent Willis Garrett cut out a green from a steep wooded hill, used the salvaged materials for a terrace and dammed the creek flowing through the course to create a pond. Three sets of tees allow the greenkeeper to vary the hole from 109 to 120 yards, all carry. A ball hit short will drop in either the water or massive sand traps while one too hard winds up on the steep rear bank.

Proof that the free group lessons which were given earlier by the City, and the promotion of this free exhibition match in opening the course, were good business, was borne out by the fact that play for the first fifteen days in spite of ten days of intermittent rain, at greens fees of



Course is nicely rolling, not flat.

fifty cents for weekdays and a dollar for Saturdays and Sundays, netted the city approximately eighteen hundred dollars. Also, Pro Frank Hartig's pro-shop was a beehive of activity, with a tremendous sale of new clubs to beginners who also kept him on the practice tee from 10 to 12 hours a day giving lessons.

The commission which is now guiding the affairs of the course is headed by James Ferguson, prominent Amsterdam attorney. He and the eight other members of the commission, all respected Amsterdam citizens, are untiring in their efforts to keep the course functioning with continued success.