

1 Consider an unlimited lesson arrangement which gives members as many 5-to-15-minute lessons as they need during a season, on signing for arrangement at

50 WAYS

start of season. Charges usually are split, half payable at start of season and remainder at mid-season. Pro usually reserves 1½ hours per day for longer private lessons on usual basis.

Member generally limited to two advance booking of 5-to-15-minute lessons a week but is entitled to additional "tip" or corrective brief periods on lesson tee if pro is not otherwise engaged in instruction.

Arrangement brings more patronage to club, makes keener players, produces more pro income, gives pro close acquaintance with members, assures club a competent instructor.

2 A parent committee for organizing juvenile classes for free or nominal cost instruction by the pro, similar to parent-teacher organization at schools, gives parent members livelier interest in the pro's work with the kids, publicizes pro more, and relieves pro of juvenile class organizing problem.

3 Pros who are willing to work to make a substantial winter income have found that officials of companies having fairly large groups of employees are interested in having golf instruction provided their workers after working hours. Companies, if the right plan is presented by the right man, will provide space and nets.

4 Analyzing the club's monthly financial statement and getting a clear business picture of the club's entire operations is one of the first things a pro has to do if he wants to be a keystone of the club operations structure.

5 If your club makes your collections, see that detailed statements of overdue accounts are supplied to officials and directors the first and fifteenth of each month. If the practice is established and strictly adhered to, no offense can be taken, even if an official is behind with the pro.

The longer collections are delayed, the harder they are to make.

6 When weather threatens showers push the waterproof golfwear to prominence in shop displays. Rain jackets and trousers or skirts, waterproof hats, spiked rub-

ber shoes and grip wax have made golf in the rain enjoyable.

If the pro plays in a shower himself now and then (it's an old British custom), members follow the example.

7 If your pro shop looks sloppy, you may be sure that's the way you look to your members.

8 More pro jobs have been lost by the pro playing with a small clique of members than by any other cause. Make it a point to book at least three different members each week of the season for a friendly round. Use your own common sense; tell the members diplomatically that you prefer not to make bets with them; play for the fun of it.

Some members get buck fever and no en-

TO BOOST

joyment even when playing for a dime a hole. Others like to gamble but hate to lose a dime.

9 Saturdays, Sundays and holidays prior to 4 P. M. are dangerous times for the pro to be out on the course playing with members. Most of his members expect the pro to be in evidence around the first tee at that time, or in the pro shop.

10 Have an inventory of the contents of every bag in your shop storage. It's necessary for insurance claims, saves member complaints occasionally, and gives you a record that you can check against your sales sheets to see what members need deft selling attention.

11 Make your monthly sales records so you can have a sales par. Keep record of weather, number of rounds played, and special events on this record, so you can tell, if sales slump, whether it is something about your own operations, or those of your assistants, or conditions beyond your control.

12 Do you spend necessary time, effort and brains training your assistant and supervising him, or do you expect the kid to pick up the right methods himself?

Time spent in discussing shop business with assistants pays a substantial profit at many shops. The kids are just as anxious to make more money as the pros.

13 Pre-season or early season clubhouse sessions featuring the pro in a lecture and discussion on the rules of golf, and in somewhat informal class lessons,

have proved attractive entertainment. The club gets the members together and interested early in the season; the pro meets the new members, and gets a chance to do business with all members before the stores open up with cut-price drives.

14 When location of practice tee permits, rent distinctively marked practice balls. This gives you a driving range income and encourages practice. Balls are picked up from field by caddie at close of day.

15 Take an occasional Monday afternoon to go with three of your most promising and interested juveniles to play another course. The practice shows club officials the extent of your interest in members' children games and brings you fine publicity.

16 Keep lesson record cards on which to note lesson showings and developments. Give a copy to the member. The record not only helps you preserve continuity of instruction effort but makes the lesson seem more important than just words, to the member.

17 Test the balls in players' bags with a ball ring gauge and put those that are out of round in a small paper sack, replaced in the ball pocket. This reminds your players that balls don't stay round even if the paint job still looks good after several rounds.

18 Don't hold onto old stock. If you've got anything in your shop merchan-

PRO-SHOP

dise that's two years old have a sale on it at a price that will knock their eyes out. Don't mind a reasonable loss; you've suffered a greater one by having your money tied up in slow-moving merchandise.

19 Put small tags on clubs on which minor repairs have been made at no cost. Nature of repair and "No Charge" should be written on tag. It's a reminder that the pro is on the job and thinks of valuable member goodwill more than nickels or dimes.

20 The place for the pro during the rush periods of Saturday afternoon and Sundays is the first tee—greeting his members, helping them get games, passing out friendly playing tips and otherwise making himself useful. The pro who is hidden in his shop at times

when first tee traffic is heavy fails to take advantage of an ideal set-up for improved member-pro relations.

21 With your season-opening letter or bulletin to each member, send a cheap canvas bag for practice balls. It is a subtle suggestion to take lessons and buy balls in quantity. The novelty of getting something useful instead of just a form letter at start of season sets the pro off to right start with the member.

22 You can supply ball markers containing space for members' handicap. They're cheap, contain a pro advertising message and have handy use for members. More than 100,000 of them were given by pros to their members in 1939. For a sample and prices, write Golf Promotion, 14 E. Jackson Blvd., Chicago.

23 Before repainting the shop interior, visit several smart stores in town and observe the decorative schemes. You'll come away with some good hunches on how to avoid the dead white or sickish green seen in so many pro-shops.

24 A first tee display of special clubs, chippers, wedges, putters, is especially advisable on Saturdays and Sundays. If the rack is handy to practice putting green, members may be encouraged to test the displayed chippers and putters. Sales often follow.

25 Pro instruction classes for caddies have proved profitable investment of a half hour of pro's time on Monday mornings. The kids are eager to make the most of their opportunity to play the course during the morning usually allotted them.

They reward the pro for his interest and help by doing a powerful job of boosting for him and improving caddie service.

26 Your local bank or finance company will be glad to show you how to sell goods on the time-payment plan and get your money and profits promptly instead of having it dribble in to you throughout

PROFITS

the season. Many a member who wants a \$75 set of clubs but hesitates to put out so much money at once will buy the clubs in a minute if he can pay for them in installments.

27 Sit in, if you can arrange it, with both the men's and women's golf



Club display rack in Sammy Belfore's shop at Ridgeview GC, Duluth, Minn., has been a definite factor in increasing club sales. Rack in Sammy's shop cost only \$15; it gives a small shop a classy look and shows the clubs to excellent advantage.

committees at the time each is planning its 1940 calendar of events and do everything you can to improve the zest and appeal of the season's golf events. Attractive variety of play assures the interest of your members in entering events, thus boosting play and your shop's sale volume.

28 Free salt tablets at the pro shop are an inexpensive and greatly appreciated evidence of pro interest in his members' welfare during the summer. A couple of salt tablets to replace loss by perspiration during a round of golf is a valuable health hint from doctors.

29 Plain price marking of pro shop merchandise is one of the first steps in successfully competing with downtown stores. Many men hesitate to ask prices. Pros lose sales because members may think the shop merchandise is uniformly high-priced.

30 A pro who does one of the largest higher-priced bag businesses in the country gives members who buy a bag costing \$25 or more a light canvas bag free.

31 A time-payment plan that appeals to many players is the "cent-a-shot" method. After making the down payment of \$10 to \$15 on the set, the buyer pays the pro at the rate of a cent a shot on the clubs.

Pros who have used this plan find that it promotes more play by providing an amusing competitive factor. The player who usually goes around in 100 or so is highly pleased when he needs to hand over only 90 cents as his payment.

32 Educate your members to appreciate good clubs by showing them how good clubs are made. When you have an entertainment feature of golf instruction movies, start the show by getting different grades of steel and wood blocks for heads, different grades of shafts, different samples of grip leather, etc., and show what a tremendous differ-

ence in value there is in two price grades of clubs that may look about the same to most of your members.

Educate yourself first in how factories make various priced clubs, then you're prepared to convince the member that the cheapest club may be an extravagance for him.

33 Use the telephone in your shop. Call a member when he hasn't been out to the club for a while and ask him if he doesn't want to come out "this fine day" and play with you. Use it to telephone sports departments of your local newspapers when something of an unusually interesting nature happens at your course. Other businessmen use the telephone a lot in making sales. Do you?

34 Watch women's bags that have clubs the husbands discarded. Suggest diplomatically to the husband that a set of new clubs would be a gift welcomed by the wife. As a clincher you might tell him you'll give her a couple of lessons as a premium.

35 Get the word passed around that when a man passes 40 the clubs that he's had for 4 or 5 years or longer generally have shafts that are too stiff for his aging muscles. The pro does his member a favor with expert service when he lets the member know that clubs once perfectly fitted to the player's swing and physique may become outgrown.

36 Keep a notebook around the shop in which you and your assistant can jot down personal items concerning members or yourself that may be used for publicity, either in the club magazine—if it has one—or in newspapers when you write the facts and send them by boy or telephone to your local newspapers.

37 Motion picture records of juvenile class lessons and individual juniors' swings are shown weekly by a very successful pro in his shop. These showings are in the early evening and attract many

family groups to the club. The club patronage benefits from the dinners. The pro gets many appreciative people, parents and youngsters, into his shop where they may see something they need to buy.

38 If you mail your own bills it's a good idea to have a few words expressing your thanks for pro patronage on the billheads, instead of just letting the "bad news" go out raw.

39 Keep a watch over members who are in the habit of leaving the club in the summer to go for vacations. See that they leave plentifully supplied with golf merchandise out of your shop.

40 Many pros make the mistake of thinking that north of the Mason-Dixon line selling of new golf clubs for the season practically ends July 1. A weakening of some club manufacturers' own advertising and sales efforts after the early season show of power, influences these pros to give up after July 1.

Examination of sales records of 72 pro shops in Central, Middle Atlantic, and Northeastern states (none of the shops at resort courses) showed over latest 3-year period, 24% of club sales income and 47% of ball sales income was received after July 1.

41 Don't get "burned up" when you see store ads of cut-price clubs and balls. Several highly successful pros shop for discontinued models of clubs and off-brand balls which they pick up cheap for cash. When stores advertise sales, these pro merchants display the store ads in the locker-rooms and pro shop, with lines drawn through the store prices and pro shop prices written in. The pro shop prices are lower, of course.

This idea increased one fee course pro's shop sales \$2,500 annually over what he used to think a normal figure. Players come from other courses to buy clubs and boxes of balls from him.

42 Work with the club's officials to increase weekend play, but more important, work with them to encourage more golf Monday to Friday. Minor prizes awarded even for scores on the first nine holes will bring out members who otherwise would not be attracted, and those players will almost always continue play for 18 holes at least.

43 Try offering a brief series of free lessons as premiums for purchase of new sets of clubs. The idea works especially well with women, and is an effective stopper of store competition. It also results in getting considerable instruction

income after the free lessons have ended and the buyer of the new equipment wants to keep on with lessons and supervised practice.

44 When displaying newest clubs in your shop stock, it makes an effective selling contrast to show several old clubs alongside them. Maybe you can get a few relics from your members for a historical exhibit.

45 When you sell a set of clubs, or even a single club, to one of your members, don't figure your interest in the sale ends then. Make a point of asking the member about the clubs after he has had a chance to try them out. If he's enthusiastic, all is well, and if he says he's disappointed in the performance of the new clubs, you have a grand opening to suggest some lessons to him.

46 There is a tidy income to be made renting sets of clubs to visiting golfers, especially at fee and muni courses. Charge 25c to 50c a day for a set no golfer need feel ashamed of; overhaul them from time to time, reshellacking the heads of the woods, tightening the grips, renewing the whippings and shining up the leather on the bags.

47 Nothing adds to the attractiveness of a shop more than a plentiful gallery of framed golf photographs. To do a real job, visit a local picture framer and pick out an inexpensive but effective frame design and have all your photographs uniformly handled.

48 Let your members get their hands on shop merchandise. Make clubs easy to lift from the racks; put sportswear where it can be fingered. Even golf balls should not be locked away; the paint job on a 75c ball feels finer than the coating on cheaper balls, and induces the member to pick the higher priced product.

49 Arrange with your chairman to have a display case installed in the men's locker-room, and one in the women's quarters too, if you can get it. Keep these cases filled with attractively displayed shop merchandise, change the display often, and see that each item carries a prominent price mark.

50 Turnover is the key to profits. Don't overbuy just because you are offered a special price inducement, or you may find an uncomfortable amount of your capital tied up in one item when you badly need cash to replenish out-of-stock merchandise.