

# Wise Pros 'HEAR' Salesmen

By E. LeRoy Pelletier

**W**HILE golf professionals are ordinarily the easiest type of golf club buyers to contact and are usually willing to give a few minutes of their time to a salesman, nevertheless there are many pros who can't see any percentage in giving the golf peddler a hearing. "Why should I waste my time talking to a lot of golf salesmen?" Is that your attitude toward the boys who drop around to see you, who represent the various club and ball manufacturers? Or do you feel, as do some of the most successful pros of our acquaintance, that these salesmen perhaps are bringing something of value to you — something that will put more money into that cash register.

Of course, your attitude may vary as the salesmen themselves vary. Some boys are simply order takers. It's difficult to glean information from them. But some of the others — well-educated, alert, open-minded fellows, on whom careful and cautious manufacturers spend good money for salary and traveling expenses—have real contributions to make to your business if you will let them.

A professional can take two viewpoints of his job. One—that he is holding down a position whose horizon is limited by the boundaries of his own golf course, and that what happens elsewhere is of no particular importance to him. The other—and the one that gets him places—that he is a member of a fine, upstanding profession whose scope is the whole United States and that any development touching his profession is a matter of primary concern.

Among the most successful merchandising professionals of the writer's acquaintance are Mortie Dutra and Al Watrous. Mighty fine golfers they are, too, as well as successful business men. And there are not two more approachable professionals in the entire Detroit district to a salesman who knows his job, his product and the latest developments of importance.

## Must Keep Up With Changes

This golf business is not a static one—rather it is one of the most dynamic. Competition is keen amongst the manufac-

turers. New products are constantly appearing and the reactions of the public to these offerings are things that may mean profit or loss to you. Word of new and novel tournaments that have worked successfully elsewhere—events that stimulate members' interest, causing more frequent



You might expect it; if an automobile advertising stunt is being done Al Watrous will be right in the middle. The widely known Al, one of the best liked pros in the game, is at Oakland Hills (Detroit district) where fellows in the automotive business throng.

Buick's new advertising plug "Rain or shine, let's get a Buick" is being advertised on golf umbrellas, so Al gets in out of the rain.

play—ways to bring new members into your club—these are often things on which the helpful golf salesman can give you first-hand information.

## Salesmen Often Guide Pro to Post

Then, too, the wise professional always keeps a weather eye to the future. When the board of directors determines that perhaps the members would like to see a new face in the pro-shop, the fellow who has developed real friendship with influential golf salesmen has a number of friends at court. These fellows have aided hundreds of professionals to find new and often better berths.

Count it as one of the "musts" of your job that you will give a cordial, courteous reception to these men who jokingly refer to themselves as "golf peddlers" but who often can bring a lot more to you than simply the wares they offer for sale.