

Look From Members' Viewpoint in Planning the Pro Shop

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There is an important point to be considered when the pro is considering all possible improvements that can be presented in his shop to attract and serve his members. In trying to do his utmost the pro may make his establishment look like just another golf department in a sports good store and sacrifice the distinctive and powerful selling force the pro shop should have.

The pro shop should, in my opinion, plainly reflect the expert and conscientious service of the master pro rather than an effort to adapt all the fancy beguilements stores are compelled to use because of the high-pressure and often cut-throat competition in which they are engaged. Volume must be the stores' one big objective and they can go after it in a different manner than the pro for the simple reason they have a big and shifting market to sell to. The pro has to intensively develop a comparatively small field of customers and make sure of repeat sales by giving the most highly personalized expert service a buyer of golf goods possibly can get.

Consequently the pro shop should always reflect the pro's personality. It must be bright and clean, and although limitations of space in which the shop is housed may

prohibit any elaborate displays, the merchandise must be presented in a way that invites examination.

In Business for the Member

The pro has to run his shop more emphatically for the customer than the store does. In this way the pro makes his member feel that the member is part owner of the shop.

So the problem of getting the most suitable pro shop is by no means a problem of what the pro wants, but primarily one of what the member desires.

In the first place the members prefer a shop that is located near the first tee, and one which has a porch on which the members can relax and visit as they await their turns at the tee. That works out fine for the pro as it locates his shop where members can be served readily and where they can look over the stock while they are killing time.

The scoreboard should be located in this area so scores may be entered conveniently and readily seen by all players in the events.

Telephone service and a message board should be provided for members' convenience. This is especially serviceable if the

Veteran George Knox tested sales appeal of merchandise on top of display case and in case. By changing items on top and seeing how they outsold stuff in showcase he became advocate of tables for pro shop merchandise display.



first and 10th tees are alongside each other as they are at Calumet.

Of course a major reason for the pro shop being located near the first tee is because the pro often has to supervise entries and starting of events and in such intervals as may arise, be wanted in the shop. Frequently the members want a pro to be several places at once and a pro shop near the first tee comes as near as possible to an arrangement that will help the pro to please them all.

I believe that a pro show room 24 x 24 is large enough for most clubs. This gives ample space in which a member can swing a club and there certainly are going to be a lot of "practice swings" in shopping for the new clubs. Club display racks should be of steel, preferably, and along 2 walls. Part of the wall display space should be racks for bags.

One case for balls and small accessories, in my opinion, is enough for a shop. Tables are best for sweaters, caps, shoes and other items. Have the wearing apparel that's liable to get soiled displayed in cellophane wrappers so it always will look good.

I would like to have a large plateglass show window on the porch facing the first tee where I could show merchandise to catch the eye of players who need to be reminded.

Planning Club Storage Room

The club storage and cleaning work should be done in a room entirely divided from your show room, but so arranged that a man working in the back can see the sales area. Storage racks should be of different sizes to care for the many shapes and sizes of bags without injuring them in storage and for saving space. The size of the storage and cleaning room depends, naturally, on the size of the membership of the club.

Cleaning facilities and workbench should be incorporated into the layout so work can be done without unnecessary handling of the bags and clubs and without spreading dust.

The window used to pass out bags to the caddies and for receiving bags from the caddies should be in the cleaning room and located to eliminate running and delay in swift smooth handling of bags.

To my way of thinking not much lounging space for members is required in a pro shop. One or two chairs are sufficient in the showroom.

The most common fault of the pro shop is poor location. Often shops are located where they are convenient only to men. Others are located where they are out of the way for men and women and caddies



Knox says get metal wall display racks, if and when you can, for neat, simple and easily-maintained shop display.

are sent in to buy balls and tees. If the member is to be properly served these mistakes of location must be corrected. The pro, of course, is seriously handicapped in earning opportunities by these poorly located shops, but it's the failure to provide for the member's convenience rather than the pro's earnings that will produce enough pressure to get this error of location corrected.

But regardless of the location of the pro shop there is absolutely no excuse for the pro allowing it to be untidy and dingy. He can make it bright and cheery and keep it immaculately or he'll be sidetracked for some fellow who will.

In the wave of postwar remodeling and improving that is coming to golf clubs there is going to be a great deal of long over-due relocation and new design of pro shops, but this will be prompted by members' needs of more convenient and complete service rather than by the pro's knowledge that he can get a better income and serve his members better in a more suitable shop.

If members knew how much well located, properly designed pro shops and pro department work facilities would serve them the pro wouldn't have to plead to get the right sort of shops.