

results in women's and juniors' club and bag marketing.

But after the survey is made the figures determined must be used in sharp focus and persistently in making sales. Advertising must be especially devoted to these sections of the pro's market instead of the pro's general sales appeal touching lightly on needs of the women and junior players. The women and juniors must be worked strong, then Daddy must get the works too, for he's going to have to pay the bills for these clubs.

Study your market, make figures on it and from a detailed survey you are bound to see plenty of chances for making sales that require special attention.

Fresh Events Create the "Buying Attitude"

By TOM MAHAN

Professional, United Shoe Country Club,
Beverly, Mass.

Every time we think about shop profits for the pro we must follow through in our thinking and realize that unless the member who buys from us gets more value out of his purchase than we get profit out of the sale, it's been a poor sale for the pro.

Value is an intangible factor. You can't put an actual dollar and cents value on a putter that looks and feels so good to the buyer that it is psychologically good for a couple fewer putts than normal. A comfortable and good looking garment for golf or a fine pair of golf shoes that make walking a delight are of greater value to our buyers than our profit on the sales is to us as pros.

Old timers who were bench club-making artists recall their handiwork with which they were reluctant to part for any amount of money. We haven't that same condition existing in pro shop merchandising today but in every properly conducted pro shop business I know of, the pro selects his merchandise with such care that he can be sure he is doing his customer a favor by making the sale.

Accent on Getting 'em to Buy

The pro had to become more of an aggressive merchant during the war years when he couldn't get playing merchandise and had to make a living by switching the members' buying dollars to purchasing whatever the pro shop could supply. Those seasons of scarcity taught professional busi-

ness men plenty about balancing service readiness and selling pressure in the pro shop.

Despite what we learned in the war years about how to discreetly force sales we still see that the most important element in pro shop selling is creating an attitude that makes the golfer want to buy from us.

Naturally the member is more interested in himself than in the pro. So anything the pro can do to tie in the member's perfectly reasonable selfishness with pro shop sales adds to the pro's shop volume.

Club competitions that give everybody a chance to win prizes are the surest stimulus of a buying attitude I've seen in my years as a professional. Often we professionals don't show enough interest in the calendars at our clubs. The same events are held year after year and there are too few names in the prize lists. That's bad for the club and it's bad for the pro. The man or woman who is hopeful of winning some prize, no matter how small, is in the right attitude for buying clubs, balls and bags, etc. and for taking lessons.

Liven Up the Calendar

I'd suggest that every pro who diplomatically can do so, take a very active part in making up the club's schedule of events. He will receive many suggestions for interesting events from the events booklet available at 20c from the National Golf Foundation, 407 S. Dearborn St., Chicago.

We had very good success for the club, the members and the shop in inaugurating a new type of tournament at our club last year. It was the Hi-Lo that we ran every Saturday and Sunday there wasn't some major event on our calendar.

The tournament is played just as we play our New England Metropolitan style pro-amateur. In our club event our better players with handicaps of 5 or under took the place of the pros. It's a great event for getting members acquainted. Generally the better players at a club play in their own class and the medium or poorer players seem to be almost afraid to enjoy the companionship of their more proficient fellow members in a round of golf.

This type of tournament has not only been excellent for the spirit of unity in the club but it's been a good thing for pro shop sales. Every two weeks it's meant directly an added shop volume of about \$200.