

# What's Made Members Happy, Sales O.K. Told by Pros

Here are some ideas from successful pro businessmen you might be able to use on your own job:

## From George Lake—

"Get local war veterans' posts interested in sponsoring junior golf tournaments. When they're interested it's easier to get some time from clubs or municipal authorities for use of a course for kid competition.

"Stress golf etiquette in your junior education and you have the kids showing better manners and consideration for the course than many adults show.

"Nine hole late afternoon events for men and women club members paired with boys and girls in Scotch foursomes make great entertainment for the members and kids and introduce a pleasant element of family life and wholesome competition that develops golfing spirit around a club."

## From Al Lesperance—

"The member who doesn't play much golf is the one who needs a special and diplomatic treatment of attention by the pro and his assistants. There's the fellow who really isn't getting all he should from golf and the club. Maybe it's because he is shy and embarrassed about his game. When he realizes that the pro staff's long hours are for every member's benefit and that inability to play well is generally his fault only because he doesn't play much, that member and the club's directors are going to feel that the pro is giving the sort of personal attention that keeps the membership content."

## From Joel Bennett—

"Play more golf with your members and have your assistant with them so the members with the high handicaps as well as the others know that the pro is genuinely interested in having everybody enjoy golf.

"Get the higher handicap members to play with you or your assistant in the district pro-amateur events. Let them know that they need not be scared about going in 'fast company' for every pro appreciates that if the high handicap men don't enjoy golf and get some hope and variety in the game the pros wouldn't have much of a field for making a good living.

"When you take higher handicap members around with you now and then to the pro-amateur events and they hear the locker-room talk of pros about equipment

and the game that gives these members the sort of education that helps them, helps your business and livens golf interest throughout your club.

"When you see a member practicing, wander over discreetly and give him a little help without being too forward. Have brief visits with members in locker-rooms—just enough to let them know you are on the job to see that everybody's helped and happy. Show them new stuff in the shop without putting on any selling pressure. A lot of members never seem to be aware that shop stock is freshened often and don't know the first thing about golf club design and construction. That should be part of their education."

## From Harry L. Moffitt—

"I think it would be wise for many pros to ask club officials to frequently inspect the pro shop and give any advice and suggestions that they think might help the pro and his staff to improve their service. We've all got successful businessmen as club officials and when we can get them to regard themselves as partners in the management of our business we gain a lot in sound business help and closer understanding with our officials and members.

"Such inspections keep the pro and his assistants on the job every minute and enable the pro to talk to club officers feeling more at home than in the inner sanctum. Thus conditions are favorable for the pro explaining the conditions that are somewhat peculiar to his business."

## From Willie Hunter—

"Selling golfers is not too tough if the right background is established by personal contact and keen interest in each member's game is shown. My staff is instructed to write on a convenient pad the name of any member who shows the slightest interest in any product displayed in the shop. These entries later are transferred to a book. Then the members are shown the items when we think they are in the right mood. Never approach a customer after a bad round to sell him—catch him at the right time.

"Special emphasis is put on the fact that we give real help in the selection of equipment. When we do the selecting we lay ourselves open if we do not build ourselves up by letting the player try out clubs he intends to buy. It is surprising how few

members ever turn back a set as unsatisfactory and if they do they are impressed by our willingness to let them try until perfectly satisfied.

"I carry as many as 40 sets of clubs on display in my shop. I carry anything that sells to build volume and quickly clean out merchandise I find has been bought as an error in judgment. I don't refuse to buy merchandise because I don't particularly like it myself. I let the customer decide by turnover whether the product is right. The point is to not let a dollar go to buy elsewhere because of any prejudice I might have.

"Have fixtures that are attractive and well lighted so the customer can handle any item that gets his or her attention. Put emphasis on colors of apparel items to brighten the shop. Many a time a shop fails to make sales because it lacks eye appeal. An attractive, colorful shop stays in the memory of people who pass through and even if they do not buy at the time, your shop may have registered in a way that makes sales later.

"Pay close attention to featuring golf shoes, both men and women's numbers. As a result of giving this business some special thought and effort I now am selling street shoes of the same lasts as the golf shoes.

"And be sure to have a tournament program set up that has something doing

almost every day — and with chances for prizes and balanced competition for everybody in the club."

**From John Reuter, Jr.—**

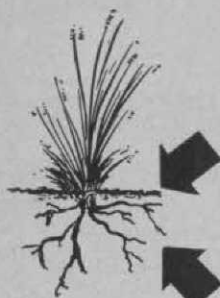
"Courtesy and thoughtfulness are the two chief items in the stock of a pro who wants to be a successful merchant and a valuable asset to his club. A member may come into the shop several times before making up his mind to buy and too often pro shop sales are lost because the member isn't cordially received after he has 'shopped around' without buying. Everyone expects to do some shopping around in department stores and there are no hard feelings shown by the clerk if the sale isn't made.

"Think carefully, too, about price lines to suit the purses of your members."

#### **BARNES 1949 GUIDE**

A. S. Barnes & Co., New York, has issued its 1949 "Official Golf Guide," a comprehensive and compact book of golf records; national and sectional, pro and amateur. The material includes the history of major events and last year's performances in almost all of the men and women's tournaments. It also contains biographies of prominent men and women amateurs and pros, a rather complete 1949 schedule, data on British and Canadian events, golf association officers and miscellaneous data.

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