

Market Survey Selling Aid to be Supplied to Pros

By JOE GRAFFIS

Reaction to an April GOLFDOM article suggesting that pros make a market survey of playing equipment that golfers store in their shops has been so favorable and extensive that material is going to be supplied to enable all pros to take advantage of this merchandising service.

It was pointed out in April GOLFDOM that making a check of members' equipment corrects the opinion of some that golf equipment sales during the postwar years have been so strong a sales slump is inevitable. The fact is that the great majority of golfers would be benefited by being advised that much of their equipment is in bad condition, beyond repair, or is obsolete for their effective use.

Test inspections of bags and contents in rack storage have been made by pros and manufacturers' representatives at several clubs, particularly in the New York metropolitan district. These inspections have given pros specific and written evidence that they're a long way from having their markets adequately supplied.

As a matter of fact the evidence in black and white has been shocking to pros who have thought they are pretty lively merchants. Many sets owned by fairly active and financially solid members are from ten to 15 years old and are in badly worn bags that were ready for the junk pile before the war.

Another Pro Service

Keeping pro selling service in good balance may account for some of the pros leaning over backward lest they be thought guilty of pushing too hard for business. Funny thing about some golf club members is that they will brag that they belong to a club with rich members but when their pro tries to make a good living by serving them completely, the same proud members will complain that the pro is getting rich.

Consequently a lot of pros under-sell members below the point that represents first class pro department service. Too often the fear of members' complaint about the pro making a living is used as a consoling alibi for not selling enough in the shop.

To educate unknowing members to selling service being a part of the job for which he is hired the National Golf Foundation, 407 South Dearborn, Chicago 5, Ill., and GOLFDOM are preparing a pro market analysis form that will not appear as such to members, but will be supplied to them as a record of their equipment.

The dentist's girl calls the patients every six months or so suggesting a check-up. The service station man pastes a reminder in your car telling when a change of oil should be made. The automobile dealer has a follow-up system urging seasonal conditioning of your machine. The washing machine and vacuum cleaner dealers keep reminding your wife at regular intervals when equipment should have a check-up and repairs — or be traded in. But outside of the season-opening letter very few pros have such a service and merchandising follow-up.

That's one of the blind spots in pro merchandising service that the pro "market survey" material is to cover.

Detailed Reminder for Player

The proposed form will be furnished to pros in duplicate; one copy to be given to the member and the other to be kept by the pro in a "live" file to be a constant reminder that he should be applying diplomatic sales pressure in some instances.

Details of the form are being worked out with pros. Generally it's going to have the following data:

WOOD CLUBS—Kinds (Driver, brassie, spoon, No. 4, No. 5) Trade Names. Approximate year of manufacture.

IRON CLUBS—Numbers. Trade Names. Approximate year of manufacture.

BAG—Kind. Condition (Good, fair worn).

WOOD HEAD COVERS—Number. Material, Condition.

BALLS—New. Used.

SHOES—Condition.

GOLF GLOVE—Condition.

OTHER ACCESSORIES—(Condition as listed).

The original copy of the check-up is to be mailed by the pro to the member or pay-as-you-play course player whose golf bag and contents have been examined.

Along with that copy is to go a letter which can be on club stationery and signed by the pro, or will be supplied mimeographed on National Golf Foundation stationery and is to be signed by the pro.

This letter will read:

Dear Golfer:

Enclosed is an inventory of your golf playing equipment.

Many players have requested such inventories for personal information or insurance purposes. Should you desire an appraisal of the value of your golfing outfit I'll be very glad to supply it without cost or obligation. Simply advise me and the figures will be given to you quickly.

The information attached has been compiled and is being sent you and to members of a great many of the nation's leading clubs in making professional department service thorough for all our players.

Sincerely,

(Signature)

Your Professional

The pro is to make use of the duplicates by compiling first, a list of members whose

equipment should be replaced by modern equipment of greater aid to their enjoyment and scoring.

This list, broken down into needs of clubs, bags and accessories, will be of considerable help to him in directing his purchases and advertising and sales work.

All the cards, alphabetically filed, will give the pro a clear idea of the condition of his market and indicate members who may need special sales attention because of their need of equipment or their purchasing having been done elsewhere than in the pro shop.

The duplicates of the inventory should be kept at the pro's home—anyway, not in the pro shop—as the data may be of value in case of insurance claims or players' claims of loss.

Suggestions regarding these record sheets are requested from all pros as the sheets are to be printed and made available to all professionals by June 1.

Professionals who want a supply of these sheets may secure same by writing GOLFDOM, 407 S. Dearborn St., Chicago 5, Ill., and advising how many they need to make their survey and supply one copy to the member and keep the duplicate for themselves. Sheets are of letter size that can be filed in a correspondence folder or in an inexpensive ring binder such as may be bought at a stationery store or a "5 and 10."

Cost to the pro will be very low as it will involve only handling and mailing. Production expense will be borne by National Golf Foundation which asks that pros in return for the sheets give a summary of the ages and condition of equipment in their members' possession so status of the entire golf field's playing equipment at present may be determined.

"CHECKS" FOR CLUB'S WINNERS

No. <u>1</u>	DULUTH, MINNESOTA _____ 19__ No. <u>1</u>
DATE _____	HAROLD L. CLASEN, PROFESSIONAL NORTHLAND COUNTRY CLUB, DULUTH, MINN. Golf Merchandise Certificate
TO _____	PAY TO THE ORDER OF _____
FOR _____	\$ _____ IN GOLF MERCHANDISE FROM H. L. CLASEN'S GOLF SHOP
AMOUNT \$ _____	_____

Harold L. Clasen, pro, Northland CC, Duluth, Minn., issues this check style certificate to winners in weekly sweepstakes and as gift certificates. In the lower lefthand corner Clasen writes "Happy Birthday from _____" in case of gift certificate or details of the winning by the sweeps contestant. Checks are mailed out the day following the competitive event and as a rule are "cashed" within a week. Members get a pleasant thrill out of receiving the checks. The checks are printed and bound in books of 100 with stubs perforated on each sheet and kept in the book as a record.