



Professional Tommy Kerrigan calls attention to Father's Day by prominent display of attention getting poster in his completely stocked and neatly arranged shop at Siwanoy GC, Bronxville, N. Y.

## Pro Shop Sales Promotion Ties in With Father's Day

By **GEORGE MCCARTHY**

(Golf Ball Sales Mgr., United States Rubber Co.)

The golf professional is one smart salesman. He has to be.

His job requires the diplomacy of a senator, the perseverance of a newspaperman and the friendliness of an Irish Setter.

If he expects to hole that long sales putt, he must be alert to every new business possibility. What's more, he must be smart enough to take advantage of that possibility.

The golf professional must shrewdly plan his selling operations with one objective in mind: Golfers do not buy balls or bags or shoes—they buy fun.

The best pro selling is that which convinces the customer he is taking the initiative and is buying more fun. We've all seen instances of the high-pressure pro being so obviously strong in selling that he has scared customers away from his shop. The smart professional strikes a happy medium. He puts just enough push

on sales to move his product but not enough to give the player the idea that the course is open mainly to provide the professional with a living. It requires merchandising finesse which is beyond that of other small retailers.

### Selling With Service Accent

The professional who is the sound businessman knows all these angles. He has found that the one consistently successful element of his selling policy must discreetly emphasize selling as a service that increases the enjoyment of golf by his customers. He must tie in the angle of fun with every chance he gets. When he does this he will also be doing big business in a small shop.

But to take full advantage of his opportunity, he must keep in mind that buying gifts is also fun to every normal person.

Golf professionals who have gone into the Christmas gift business have helped

their customers solve a knotty shopping problem. And hundreds of pros have made substantial profits out of this Christmas business at a time when they formerly had no income.

Birthdays, too, have made profits for professionals and solved the ageless shopping problems for wives, sons, and daughters.

At this time of year, smart golf profes-



Tommy discusses with Mrs. Philip Conway, Siwanoy member, selection of appropriate gift for friend hubby on his special day.

sionals are looking ahead to Father's Day promotions.

The heavy national publicity that will be given June 19 this year is an opportunity for added profits. It is also an opportunity to provide a real service to the golfer's family.

Father—the golfer—is going to get a gift on “his day.” And Father, the golfer, undoubtedly would be more pleased with new golf balls, a bag or perhaps clubs than a hand painted yellow and pink necktie or a gaudy handkerchief.

The smart professional can take advantage of this opportunity by sending members' wives a letter, the first week in June, somewhat along these lines:

Dear Mrs. ....

Here is a suggestion to help you solve your shopping problem for Father's Day, June 19.

Each year we always seem to have a last-minute rush of inquiries at the shop about what Dad wants in the line of golfing equipment.

This year, instead of waiting for this rush with its inevitable hurried solutions, I have looked over your husband's golf equipment and have checked below the items I believe he will appreciate. This check list, with the price ranges indicated, may give you some helpful ideas.

You know that my work at the club is successful only if I can do something to keep “Dad” happy. I hope these suggestions may be of some assistance to you.

Sincerely,

Suggested check-list to be attached to or made a part of preceding letter should include the following:

SETS OF WOOD CLUBS \$..... to \$.....  
 SETS OF IRON CLUBS \$..... to \$..... GOLF  
 BALLS, carton of 3 \$..... Box of one dozen  
 \$..... WOOD HEAD COVERS \$..... to  
 \$..... GOLF SHOES \$..... to \$..... PUT-  
 TERS, TO APPROACH CLUBS and TRAP CLUBS  
 \$..... to \$..... GOLF HATS \$..... to \$.....  
 SWEATERS \$..... to \$..... RAIN JACKETS  
 \$..... to \$.....

The professional can add other items he may have in stock and for which his “father” members have need.

He must use judgment in marking what the wife or family may buy as a Father's Day gift so the prices will be well within range of what the family can easily afford. But, of course, the pro knows how to use his head in this matter, or he wouldn't be holding his job. Chances are that “father” needs a whole lot more than the pro will mark on the letter. In that case the pro's inspection of members' golf equipment will have tipped the pro off to a great many additional sales possibilities.

But the main idea of the “Father's Day” campaign, as far as the pro is concerned, is to let no logical opportunity for combining service and discreet merchandising escape him simply because it may involve some detail work and the expense of advertising that reminds the members he is on the job for them.

#### FATHER'S TEN TENETS FOR BUILDING A STRONG AMERICA:

1. He develops in his home a deep and genuine appreciation of our traditions and institutions.
2. He makes his child feel secure.
3. He teaches his child that intolerance and bigotry have no place in American life.
4. He makes every effort to develop in his home an understanding of and respect for the character and accomplishments of other peoples of the world.
5. He shares in his child's activities.
6. He makes himself responsible for seeing that he and his family take an active part in community life.
7. He is always available to help solve youthful problems.
8. He trains his child for leadership.
9. He strives to be the man his child thinks he is.
10. He teaches his child that our great material blessings are meaningless without developing spiritual values.