

Selling Service Ideas Used By Harbert in New Shop

Chick Harbert's new shop at Meadowbrook CC (Detroit dist.) shows that when Chick goes around in tournaments he picks up selling service ideas he uses in doing a good job for his members. That porch on the shop is always a good idea. The easy chairs invite waiting for the rest of the foursome at the shop door. That idea brings traffic to the shop. Large stock is very well displayed. Natural and artificial lighting show the merchandise to good advantage. Note how Chick makes inspection easy. Enough apparel is displayed outside cases to push right at possible buyers. Other shirts and sox are displayed in cases that always have the pro or shop salesmen handy to pull the items out for close examination. Shoe displays are in several spots to keep visitors reminded they could use a new pair of golf shoes and the sizes and styles are conveniently located in a corner where the customer can try on shoes without being in the way of shop traffic. Storage space is behind display fixtures. Limited space makes it necessary to display bags higher than is desirable but you'll note how Chick always has one display of bag and clubs as a sales feature complete outfit. Location of the handicap racks gets members coming to the sales counter and makes it easy for the pro and assistants to handle the handicap cards. The framed news pictures provide an interesting and subtle selling influence by reminding viewers that Chick has been where he has learned the answers in how to care for the members.



