

Strive for Friendly Atmosphere in Laying Out Pro Shop

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While I believe that shop location, amount of stock on hand and salesmanship based on a sincere and expert service are more important than layout of a golf shop a golf club must have a good-looking shop as evidence of its thoroughness in expressing the club's character.

As a matter of fact the experiments many pros make in changing their shop layouts to keep players from getting in the habit of walking into or through the shop without walking around often produces some layouts that are rather weird when floor plans are sketched, but which sell golf merchandise. I think that there is a danger in getting the somewhat cold and formal store aspect when golf shop layouts

are too regular. There should be an informal, friendly air about the pro shop and above all, neatness.

In my own shop I flank the main route of travel through my shop with features of new goods, not only in clubs but with shoe displays to remind the players of their golf shoe needs. As specialties to pick up sales by prominent reminders I have a used golf display and utility irons and putters also displayed handily.

Good lighting, I am sure, is one of the most important and most frequently neglected essentials in pro shop display. Often buying attention can be drawn and favorable action promoted by wise choice of lighting units and proper location.

Floor plan of the Clifton Park GC pro shop shows how Johnny Bass has flanked main route of traffic through his shop with prominent displays of featured clubs and accessories.

