



TAG DAY IS EVERY DAY

Bill Boyle (right) talks equipment in his Iron Rock CC pro shop, Merchantville (N.J.), with Harley R. Kline, club owner. A former Walter Hagen salesman before returning to the pro game, Boyle has naturally two large banners on the walls of his shop boosting Hagen and Wilson equipment. He sells a lot of merchandise in this cramped shop. Price tags on all the goods are one of the reasons for Bill's sales volume.

lunch or buy anything he can't sell or doesn't like, but he does expect a chance to show his samples and tell his story.

In Bluefield, West Virginia there is a large wholesale hardware house with a number of branches in other states that distribute merchandise widely throughout the East. They have half a dozen buyers who are very busy but never too busy to see salesmen. The salesman is greeted courteously at the front desk by a switchboard girl who promptly rings the buyer he wants to see. The wait is never more than a few minutes and the buyers are cordial, listen to what the salesman has to say and give him frank answers to any questions he asks. A lot of times they don't buy and when they don't they give the reason and salesmen never resent it. No hard goods salesman goes near Bluefield without calling on this house and when shortages occur you can bet he doesn't forget this concern where he always gets friendly treatment that sends him on his way feeling good.

Buyer Gets Information

A smart buyer picks up information from salesmen — dope about new items, dope on what competitors are doing. And salesmen talk a lot. It's an occupational disease. A

golf pro might as well have salesmen say he's a good guy as have them pass the word that he's a heel. Sometimes pros are looking for jobs and often salesmen know when jobs are to be had. So, even from a purely selfish standpoint a pro ought to be kind to the poor salesman.

Suppose the pro is just getting ready to go out on a lesson when a salesman drops in. The nice thing for him to say is, "I'm sorry, Bill, but I have a lesson right away. It's an hour lesson and right after that I've got a half hour lesson. Do you want to come back in an hour and a half?" If the salesman says yes, the pro should make sure he's around when the salesman returns and then he should give him fifteen or twenty minutes of his time.

Sometimes a salesman is so anxious to get his merchandise into a pro shop that he will offer to ship on consignment. If the pro agrees to this he should insist that the salesman write up the order, make a notation on it that the goods are to be sent on consignment, sign the order and leave a copy of it with the pro. The same goes for orders carrying any special dating or other deals out of the ordinary. When the pro has a copy of such an order he has a ready answer if the company writes and asks him why he doesn't pay up right away.