

Basic Business Training In Pro Shop Operation

AL. W. DUBBS of the National Cash Register staff gave pros at the PGA annual convention what the smart pro business men who heard him said was the classic presentation of the fundamentals of successful operation of the pro department.

Al's talk was accompanied by easel illustrations of the type that NCR has found most effective in training their own salesmen and salesmen of retailing establishments. Almost every pro who saw the pictures, their concise story and who heard Dubbs apply the basic training to conditions in the pro shop said they'd like to have those pictures so they could do some thinking at length about how the material fitted their own operations.

So through the cooperation of Leigh Metcalfe, asst. adv. mgr., Dubbs and other NCR fellows the picture story appears on following pages.

Dubbs explained that the basic lessons show why some pros make a dollar go farther and yield more net profit than others do, and reminded the pros that now with higher operating costs the pro who doesn't run his business with a sharp eye on protecting himself against leaks hasn't got much of a chance to keep out of the red.

He emphasized that the greatest portion of the dollar that comes into the pro shop must go out to pay for cost of merchandise. What's left needs vigilant management to yield a profit.

He stressed watching the personal element to protect against leaks. Lack of simple system that leaves holes open for dollar losses, the human weaknesses that practically invite theft, and putting off accounting so the pro doesn't know until too late actually where he stands financially, Dubbs said are major factors in reducing pro profits.

He showed an illustration on a National cash register that has paid for itself quickly at courses where pros have responsibility for collection of green fees as well as having to watch shop merchandising, frequently when there's a rush that may get the accounting snafued.

From the illustrations Al showed most

pros can make a check-up on their own business operations and decide for themselves whether they're risking profit leaks and guessing instead of knowing accurately what money is theirs and how they might make more net.

THERE'S NO RUBBER IN A DOLLAR BILL



Yet... some club professionals make a dollar stretch further than others.

HOW BIG IS YOUR SHARE OF THE DOLLAR ?

DO YOU MAKE ALL THE PROFIT
TO WHICH YOU ARE ENTITLED ?

DO YOU KNOW OR DO YOU
GUESS ?

IF YOU GUESS ---

You may be losing part of the
profit portion of the dollar...or

YOU MAY LOSE THE ENTIRE
DOLLAR !

The basic principles of retailing are the same in EVERY store...and the golf shop is no different.

YOU...like every merchant ...are in business to make money.



COST OF MERCHANDISE AND OVERHEAD ARE FIXED EXPENSES.

ONLY YOUR PROFIT CAN FLUCTUATE.



DO YOU--

--Buy Merchandise carefully?



--Check it when it is received?



--Price the merchandise to bring you a fair profit?

MISTAKES!

FORGETFULNESS!

CARELESSNESS!

TEMPTATION!

So long as retail business requires human help, these human weaknesses can cost you part of your profits...unless you can control them as other retail businesses do!

YOU CAN LOSE ON MONEY PAID OUT



Records of money paid out can be altered, forgotten, or lost. They can be inaccurate, due to carelessness.

THEY CAN BE CHANGED FOR PERSONAL GAIN.

EVEN IF YOU CAN CONTROL MONEY PAID OUT....CASH SHORTAGES CAN STILL OCCUR AND MEAN ONE OF 2 THINGS-



1. Someone made a mistake in change.
2. Someone deliberately took the money from the cash drawer.

HUMAN WEAKNESSES
CAN ALSO COST YOU
PART OF YOUR PROFITS
ON CHARGE BUSINESS.

THE GREATER YOUR CHARGE
BUSINESS THE MORE YOU
CAN LOSE!



INTERRUPTIONS CAN MAKE YOUR
STAFF FORGET TO MAKE OUT A
CHARGE RECORD... OR FORGET
PRICES, OR EVEN ITEMS.

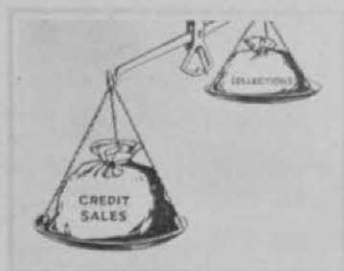


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NEITHER YOU, YOUR
BOOKKEEPER OR THE CLUB
OFFICE CAN MAKE INVOICES
FOR ITEMS THAT ARE NOT
BROUGHT TO THEIR ATTENTION.



A CHARGE SLIP HAS THE
SAME VALUE AS CURRENCY.
WITHOUT THE CHARGE RECORD,
YOU CANNOT COLLECT THE CASH
IT REPRESENTS.

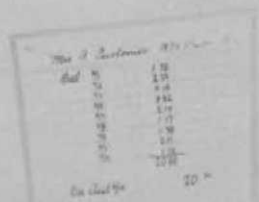


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THE CHARGE SLIP CAN
BE INACCURATE, POORLY
WRITTEN, WITH WRONG
PRICES... AND SUBJECT TO
THE ERRORS OF "MENTAL
ARITHMETIC."



A MEMBER'S ACCOUNT MAY BE
CREDITED ON THE LEDGER BUT
THAT IS NO PROOF THAT YOU
ACTUALLY GOT THE MONEY.



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NEARLY EVERYONE HAS
THE NEED OR DESIRE FOR
MORE MONEY--



—Illness

—Debts

—Extravagance

Gambling

—Bad Management

—Emergencies



ONE OF THE GREATEST SOURCES OF
LOSS IS IN THE MANAGEMENT OF
THE SHOP ITSELF --

Do YOU add the 2% to your
net profit by taking the
cash discount?---

(THIS MEANS 24% PER YEAR)

DO YOU PROTECT YOUR MER-
CHANDISE AGAINST BECOMING
SHOPWORN ?

DO YOU BUY JUDICIOUSLY, SO
THAT YOU CAN CUT DOWN LOSSES
CAUSED BY CUT PRICES FOR
CLEARANCE ?

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THERE ARE ONLY 2 STEPS
BETWEEN HONESTY AND
DISHONESTY



WITH NEED AND OPPORTUNITY,
TEMPTATION OFTEN WINS OUT!

Bonding Companies state that known
small thefts cost Business hundreds
of million dollars a year!

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DO YOU TAKE ADVANTAGE
OF ALL LEGITIMATE INCOME
TAX DEDUCTIONS ?

DO YOU GEAR YOUR PERSONAL
SPENDING TO THE AMOUNT YOU
TAKE IN...OR TO WHAT IS
LEFT AFTER YOUR BUSINESS
EXPENSES ARE PAID ?

YOUR GREATER SUCCESS DOES
NOT DEPEND ON SALE OF MER-
CHANDISE ALONE. DO YOU
MAKE YOUR REVENUE FROM
TEACHING & OTHER SERVICES
PAY THEIR SHARE OF YOUR
OVERHEAD ?

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National Golf Day Draws 104,000

THE second annual National Golf Day co-sponsored by Life Magazine and the PGA, had more than 104,000 playing and contributing \$1 each to be divided equally between the U.S.O. and National Golf Fund, Inc. Last year's participation in the initial National Golf Day was 80,000.

Compilation is being made on the 1953 entries who, on handicap basis at their respective courses, beat the excellent sub-par round of 70 Julius Boros, the USGA

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National Open champion, shot at Oakmont on May 30. Those who beat Boros receive medals, the expense for which is paid by Life magazine. Life also paid other promotion expenses of the highly successful nationwide event.

In many cities National Golf Day was proclaimed by official action.

In Canada about \$12,000 was received for National Golf Day entry fees. The figure was \$2000 over the 1952 mark. The Royal Canadian Golf Assn. was co-sponsor with Life.

National Golf Fund, Inc., share of National Golf Day proceeds in U. S. have