



Counter That Sells And Stores

In modernizing the shop at Louisville (Ky.) CC Eddie Williams had built the long counter that is partially shown in this illustration.

Top of the counter is slightly tilted so two rows of shirts or other merchandise catch the shoppers' eyes. Beneath the counter is storage space. Merchandise on display is frequently changed so it's become a habit of members to look at the counter for something they haven't seen before.

Williams says that the selling done by this counter is so far ahead of any shop merchandising experience with merchandise, other than balls and accessories, kept in showcases that he is convinced that any pro who'd change from showcase to counter display would show enough sales increase in a week or so to pay the cost of the counter.

Pro shop selling is best done, according to Eddie, when everything possible is arranged to make it easy for the customer to buy what he or she should have. In about 98 cases out of a 100 at a private club the pro is wise to put the accent on buying by the customer rather than selling by the pro, says Williams.

Eddie is the studious fellow with the hat who's giving a tip on how to "unstiffen" to the party who's showing the practice swing.

Another sales tip from Williams that has figured in purchases of clubs from him is that the pro should study the hands of his customers for clubs, and when advisable make the grips thinner or thicker to provide a real custom job. It is Williams' experience that the size of the grip—the union between the player and the club—sometimes needs alteration so the customer can properly hold the club and get correct hand action.

In several instances this season grip alterations have accounted for sales of sets of irons and woods to men and women in Williams' shop.

Keep merchandise in the pro shop up-to-date. If you've got anything that's been followed by later models and newer styles get rid of the older stuff at a cut price. Nobody can always buy right but the sound pro merchant is the one who doesn't keep his money tied up and his customers uninterested in unsold merchandise.

By watching your inventory closely you can make good use of slow-moving stock by using it at reduced prices to beat store competition.

— Bill Gordon
Professional, Tam O'Shanter CC
Niles, Ill.