

Christmas Gift Campaign Ideas Pay Pros

GOLF Christmas gift business has benefited pros more than by the holiday seasonal sales volume. Several pros have commented that the comparison of advertising and sales methods that is possible during the Christmas sales campaign tips off effective methods to use the rest of the selling year.

Floyd Farley at Meridian GC, Oklahoma City, Okla., says that he and Fred Schindler, who is associated with Farley, start the Christmas selling right after Thanksgiving by telephoning several members each day. Floyd says he's tried every way that has been suggested and has found the selling instrument that covers all the territory and gets best results is the telephone.

"By phone you get a chance to learn what the member's shopping problems are and can make definite suggestions. "It is a helpful, personalized service instead of being just a general broadcast for business," says Farley. He adds: "Pro study of what a member and his family need in golf merchandise not only is valuable market surveying for Christmas business but indicates to the pro what he should be supplying for best service to his market the rest of the year."

Give Jauntt a Jingle

Jimmy Gauntt, pro at Oklahoma City's Twin Hills G&CC, also makes good use of the telephone in campaigning for Christmas business.

Jimmy puts his shop and home telephone number on a letter that opens his campaign for golf Christmas gift business. The home number gets Jimmy a lot of calls that can be handled outside the rush and crush of Christmas shopping. He will talk over what the member wants to buy then, if the member or his wife wants to see some merchandise Gauntt will take some stock around for inspection. Gauntt has found that mention of a wide price range of golf Christmas gifts accounts for a considerable volume of business.

Gauntt has found that it's the member's wives who do a great deal of the shopping personally or keep pushing their husbands so they buy instead of stalling, man-fashion, until five minutes before midnight

Christmas eve. Jimmy sends the following letter to wives of all his members:

WIN YOUR GOLFER'S HEART THIS CHRISTMAS WITH SOMETHING FOR HIS GAME HERE IN THE PRO SHOP

We've assembled, for your inspection, an outstanding selection of the very latest and newest in Golfing Equipment, Apparel and Accessories . . . whether it be an inexpensive accessory, smart apparel, complete sets of the latest in Woods and Irons . . . GOLF BALLS, WHICH WE CAN HAVE PERSONALIZED WITH THE INDIVIDUAL'S NAME IN HANDSOME, USEFUL CHRISTMAS BOXES AT THE REGULAR PRICE.

You'll find the perfect gift for your golfer in our wide variety of the game's most practical and popular items.

We'll help you win your golfer's heart this Christmas, with something useful and practical, something sure to please, something they'll remember you by. Why don't you call me, I'll be happy to help you get your Christmas worries off your mind.

Your Golf Professional,

JIMMIE GAUNTT.

P.S. For the personalized balls, we must have the order 30 days prior to Christmas.

GOLF SHOP PHONE—GA 7-2433

HOME PHONE—RE 6-8070

Butler Assists Santa Claus

Norman Butler, pro at Wright-Patterson GC, Dayton, O., considers Christmas golf business as one of the important services a professional should provide. He brings out the interesting and profitable slant of pro service to golfers and non-golfers in telling of his campaign.

Says the competent pro golf businessman Butler:

"The emphasis GOLFDOM is placing on Christmas merchandising in the pro-shop is a much-needed thing, and I am sure it is making a great many professionals awaken to possibilities neglected before. In spite of the publicity, however, there are still a surprising number of pros who are not yet awake.

"Here at Wright-Patterson we are faced with a different situation, in that we're on

Surprise Your Lady, Man or Junior Golfer with a Golfing Gift...

IRONS

GOLF CAPS

SHAG BAGS

SWEATERS

ARGYLE HOSE

GOLF SHOES

JUNIOR CLUBS

PERSONALIZED
GOLF BALLS



WOODS

UMBRELLAS

SHIRTS

CADDY CARTS

GOLF GLOVES

WIND BREAKERS

"PUTTING GREENS"

PERSONALIZED
CLUB COVERS

...From Your Pro Shop

call Gene Ra 1133

THIS FOLDER GOT CHRISTMAS BUSINESS

Gene Marchi, pro at Miami Valley GC, Dayton, O., sent out this folder for Christmas business last year and it scored way beyond what Gene expected. It should have done well because it has the personalized element with Marchi shown in his shop surrounded by stock that suggested Christmas shopping at the pro shop. The specific suggestions of gifts brought gift selection into sharp focus. The front of the folder was in green ink with a holiday ornament and the wording "Golfers believe in Santa too!" The line "call Gene, RA 1133" was printed in green and folded over as it appears in this cut. The folder, unfolded, measured 10 in. wide by 8 in. high.

a huge military installation with a membership of 5000 officers. Of the total membership, about one-fifth are golfers.

"We have no way of separating these from the non-golfers in the mailing list, so we canvas them all for Christmas gift business and thus get sales from the whole kaboodle. We begin with a sales letter in the October billing, which goes out on the 26th, and we follow with another letter, plus stuffers provided by the manufacturers, one month later. If a particularly well-prepared folder (such as MacGregor put out last year) is available, we stuff all mail boxes on the Base during the first week in December....

"The response has been excellent to this program, which was inaugurated when we came to W-P five years ago, and we now have a grand holiday business where none grew before.

"It is especially valuable here, because many of our customers will be transferred

out before spring and we would otherwise miss the business entirely.

"Even on military installations such as this where we compete with a PX not 500 yards away, there is a tremendous opportunity to build a substantial business and at the same time offer a valuable service to club membership through smart buying and planned promotion of Christmas sales."

Personal Campaign Pays — Cantrell

Warren Cantrell, pro at Hillcrest CC, Lubbock, Tex., believes that eventually golf goods manufacturers or printers of syndicated advertising will provide professionals with the scope of high class Christmas gift advertising that can be bought by pros at moderate prices and imprinted with the individual pro's name and address.

"Some of the manufacturers' material is excellent but it doesn't have enough range," says Cantrell. "The pro to beat the stores and to compete with the gift advertising in other lines has to use high class stuff and

cover almost everything from a new set of clubs to an accessory that costs a dollar. I've tried many approaches to solving this problem and have found that personal solicitation of people who are not visiting the shop during November and December is the surest way of getting Christmas golf business."

Use Poster, Letter — Strong

Lou Strong, pro at Park Ridge (Ill.) CC, has done very well with a Christmas gift folder, letter and postcard mailed members. His illustrated four-page folder has been shown in GOLFDOM. His postcard advised members that his shop is open during weeks prior to Christmas.

Along with his folder illustrating golf gifts Strong sends the following letter:

Dear Member:

The most personal of Christmas Gifts for the golfer is something for golf, whether it be a nice set of clubs, a putter or some other needed implement to improve his game, or perhaps a sweater or various accessories that add to the golfer's comfort. In this respect I have a complete stock of nationally famous merchandise for your convenience and selection.

The enclosed folder might give you some ideas, or better yet, why don't you drop in and "browse" around. I know pretty well what equipment each member has, a good idea of his likes and dislikes, and I might be able to give you some suggestions as to what he or she needs.

The Pro Shop is open daily and Sunday from 9:00 A.M. until 5:00 P.M., or for your convenience any evening by appointment. Purchases will be gift wrapped and may be included on your monthly bill or paid for separately, as you prefer.

Your Pro Shop Staff and I take this opportunity to wish you and yours a very Merry Christmas and a Happy New Year.

Yours very truly,

LOU STRONG.

Xmas Is a Gift to Pro

Christmas golf gift business isn't delivered to the pro by Santa Claus sliding down the chimney. The pros work and use their heads. Comment of pro businessmen who have given their Christmas gift sales opportunity a great deal of thought and action are significant.

Some highly successful pro businessmen say:

"Business up 40% last December, using letters, gift certificates and folders, to both husbands and wives."—Willie Hunter, Riviera CC.

"We do more business in December than any other month. All of it Xmas sales."—Joe Capello, Aronomink GC.

"I close Nov. 1st but open the pro shop three evenings during December for Xmas business." — Walter Biber, Kalamazoo (Mich.) CC.

"Close Nov. 1st but continue to solicit Christmas business with folders, displays, certificates and phone."—Denny McGonagle, Elks CC.

"I contact my members at their place of business after Nov. 1st. I start my Xmas selling at the club Sept. 1st." — John Brooks, Sunnyside CC.

"I use newspaper ads, letters, folders, telephone, certificates and television shopping show made available in return for services rendered the station."—Irvin E. Schloss, Mt. Pleasant (Md.) CC.

"After several letters including folders I make phone calls for an appointment to suit the prospect."—Rocky Schorr, Bluefield (W. Va.) CC.

"Along with manufacturers' folders and certificates I decorate the shop in Xmas atmosphere to give members that 'ole feeling.'"—Jimmy D'Angelo, Dunes GC.

"I use letters and manufacturers' folders. Experience shows that the more advertising I send out the bigger my returns."—Roy M. Moe, Spokane (Wash.) CC.

"In addition to letters, gift certificates, telephone, etc., I make personal contacts from list made during the season."—Wayne B. Clark, Helfrich Hills (Ind.) GC.

"Besides letters, folders, certificates, etc. I write parents of caddies offering discount on purchases for caddies."—Ade Jensen, Racine (Wisc.) CC.

"After the pro shop closes Nov. 11, I solicit Christmas business from the house using the telephone and local newspaper ads."—Henry Bontempo, Franconia GC.

"Starting Nov. 1st we send six different letters to all members, wives and juniors. We also use our own and manufacturers' folders, gift certificates and telephone calls."—Joe Robinson, Virginia CC.

"I keep a record of who bought Christmas gifts from us last year and who they bought them for. Use all GOLFDOM's suggestions."—Theo. Wikster, Johnson City (Tenn.) CC.

"I send a letter to all members thanking them for the year's patronage and suggest appropriate golf items for Xmas gifts."—Eddie Hogan, Riverside (Ore.) G&CC.