

Planned Study Necessary to Success As Club Pro

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CERTAINLY you are aware that today's golf professional is a "jack of all trades . . .". But far from fulfilling the remaining lines of this well known ditty — "... and master of none" — golf's professional man must be an expert in the fields utilized in his business. Instructor, repair and maintenance technician, accountant and bookkeeper, publicity agent, merchandiser, salesman, market promoter, team player, these are the fields of prime importance to the golf pro.

Let's analyze these fields in relation to the pro business.

INSTRUCTOR

1. Teach the system of your head professional. Learn his system thoroughly and follow it to the letter. Write down your own ideas on teaching and discuss them with your employer to determine their merit. Let him be the judge on incorporating new ideas into his teaching system. Member confidence in your pro operation is enhanced by a uniform teaching system.

2. To become a successful instructor, build your vocabulary. (Recommended reading: "Word Power Made Easy," by Norman Lewis). Develop your speaking ability. Give talks on golf to the women's organization at your club. Whenever possible, appear as guest speaker at meetings of local clubs and fraternal groups. If you feel you can't speak without a golf club in your hand, by all means take along a set of clubs on a speaking engagement. Non-golfers are usually interested in hearing about the royal and ancient game, and your talks will frequently win converts to golf.

3. Pursuit of the following courses of study will help you develop your teaching ability: Psychology, pedagogy, public speaking, and, of course, English.

REPAIR AND MAINTENANCE TECHNICIAN

1. To become a successful shop man learn how to make repairs such as installing grips, applying whippings, refinishing and refacing wood heads, balancing

woods, altering loft and lie of irons. Leave items of major clubmaking to those equipped to handle the job effectively — the golf club manufacturers.

2. Learn to repair golf carts so that necessary work may be done in your shop. Carry an ample supply of replacement parts.

3. If your operation includes the rental of electric golf cars, study their construction thoroughly. Study the maintenance manual furnished by the manufacturer or distributor.

"MISFIT"

His golf clubs are too heavy.
He screams, "My aching back!"
He was sure he bought himself a "deal."
But now moans, "Poor sacroiliac."



Golf clubs bought at a price are no bargain if they don't fit you and your swing.

Don't gamble, Golfers; do business with the one man in the world qualified to fit you correctly in golf equipment . . . your professional.



You May Choose--

. . . low, medium, or top price pro equipment and be assured a correct fit at no extra cost.



HARVEY BUNN, Professional

Juniper Golf Club, Redmond

Harvey Bunn knows how to publicize his pro shop. This is one of a series of 7 in. 2 column newspaper ads he ran when he was pro at Juniper GC.

ACCOUNTANT AND BOOKKEEPER

A course in bookkeeping and basic accounting is a "must" accomplishment for today's professional. This may be done by attending night classes at a local high school or college, subscribing to a correspondence course, or consulting with a local accountant.

PUBLICITY AGENT

1. Give all golfing events as much coverage as possible. Everyone likes to see his name in the paper or hear it broadcast on the radio. Get the news to the papers and radio station as soon as each event is completed and the results are determined.

Holes-in-one and other unique occurrences on the courses are "red hot" items for the sports reporters.

2. Arrange frequent appearances on radio sports broadcasts. (Fortunate indeed is the pro who has the opportunity to sell golf on TV.)

3. Write a weekly or monthly column for your club magazine or local newspaper.

4. If possible, arrange playing privileges for the newspaper and radio reporters who so graciously give publicity to your club golf events.

5. To make your club tournaments move with military precision phone each participant prior to every round of matches. Notify him of his opponent, his opponent's home and business phone, and when the match must be completed.

MERCHANDISER

1. Maintain an adequate stock of golf equipment and accessories, the major percentage of which should be top grade.

All merchandise should be well marked with price, size, quantity, etc.

2. A catalog file is essential. In addition some of the better looking catalogs should be distributed in the golf shop and locker rooms. Many plus sales are realized as a result.

3. Learn how to display your stock by consulting with local merchants or observing their displays. Change your displays frequently. Be sure your clothing displays are in season.

4. Mark down and close out all seasonal clothing well in advance of the season's end. Summer clothing should be chopped in mid-July; winter garb in mid-January or February 1.

Clubs and other hard goods which have been superseded by new models can

usually be carried three or four months into the next season at reduced prices.

5. Advertise regularly where it will do the most good. The direct mail method is ideally suited to the pro business. Attend classes on advertising if they are offered locally. The next best bet is to read all you can on advertising (Recommended: "A Short Course In Advertising," by Alex F. Osborn).

6. Keep a file card on each customer. Pertinent information should include clothing and shoe sizes, golf club specifications, merchandise purchases, merchandise returned and reason, approximate number of lessons during past season.

SALESMAN

Here is the payoff field in the golf business. You may know the game backward and forward, be an expert repair and maintenance man, be a whiz with figures and books, be a good publicity agent and a top merchandiser, but if you are not adept at selling you should set your sights on another business.

How do you become a salesman? Here are basic fragments of one salesman's answer.

First, you must be courteous to all people. Learn to say "Yes Sir" and "No Sir." These replies are concise and decisive.

Three years in the army in World War II failed to teach me the significance of "Yes Sir" and "No Sir." But one year and a half as assistant to veteran professional Ted Longworth did. Ted still uses "Yes Sir" and "No Sir," and it is no secret that Ted is now a PGA Senior. When addressing a woman, say, "Yes, Mrs. Smith" or "No, Miss Jones."

It seems that at least one of today's etiquette experts frowns on the use of "Maam."

Second, you must smile and display enthusiasm. Enthusiasm may be born in some people, but most of us have to generate it. To become enthusiastic you must act enthusiastic.

Third, you must know your merchandise and know how to fit it to your prospect. In addition to knowing the merchandise on hand, study the golf supplier's catalogs thoroughly. If you don't have what the prospect wants, know where you can get it.

Learn how to fit shoes and the men's and women's clothing sold in your shop. Again, downtown help from shoe stores and clothing stores should be the correct avenue of education here.

Fourth, you must show and demonstrate your merchandise. Good displays arouse interest and in some cases move merchandise, but demonstration sells merchandise.

A golf cart remains an inanimate object until you demonstrate how it folds compactly and rolls smoothly on ball bearing wheels. Sensing that a cold hunk of aluminum can become a veritable workhorse by relieving the strain on his aching shoulder, your prospect becomes a customer.

You are probably aware that playing ability has been omitted from the fields which I deem important to the pro business. Obviously you can play a fair game of golf or you would not have entered or contemplate entering the business. Paul Scott hit the nail on the head in a recent magazine article when he stated, "Keep your score around 76 and devote your time to the service of your members."

That seems to be the whole answer to preparing yourself for the golf professional business . . . devote your thoughts and actions to the service of your members.

MARKET PROMOTER

The more people who are playing golf and more of it, the better the position of your club and your own professional business.

Be constantly alert to opportunities for arousing more interest in pleasant play by lively programs of well-conducted events at your course, get interest stirred up in golf among juniors, and women in particular to distribute the play load at your course and assure a big future for golf business. Take advantage of every opportunity to bring everybody into the enjoyment of the game.

TEAM PLAYER

Understand the work of other employees of the club to the extent that you can cooperate effectively with them at all times in making the jobs better performed by all of you for the good of the club and all its golfers.

Walt Ripley says event that Sawano CC, Quincy, Fla., members enjoyed was team play with each team consisting of one player with a brassie, one with a 2-iron, one with a five-iron and one with a putter. The ball is hit by team members playing in turn until it's holed out. Player with next club then drives off next tee.

Golf Fund Gives USO \$66,017, Half of Golf Day Income

Harry Moffitt, PGA pres.; Ed King of Life magazine and Stanley J. McGiveran, ex-pres. Western Golf Assn., representing Fred L. Riffin, Sr., pres. National Golf Fund, Inc., made formal presentation of a check for \$66,017 to Harvey Firestone, Jr., USO board chairman, Jan. 6.

The presentation was made at the Blackstone hotel, Chicago, following a luncheon attended by 300 prominent in golf and other sports.

Checks for the other 50 per cent of 1954 National Golf Day proceeds have been issued and, in some cases, will be formally presented.

Babe Zaharias will join with Ed Furgol and two others to be named later in playing Olympic Club course June 4 in establishing figures against which women and men golfers will play with their respective handicaps. Tee markers and cups will be placed by Olympic club officials to approximately National Open toughness.

Women's play at clubs, against the Zaharias score, probably will be on Ladies' Day nearest June 4 at the participating courses.

About a quarter-ton of "I Beat Ben Hogan" medals left over when only 1,900 beat Hogan's 64 at Baltusrol in 1954 will be used by the PGA and Life, co-sponsors of Golf Day, in promoting this year's event.

At the luncheon attractive glass paperweights containing "I Beat" Hogan and Boros medals were presented to National Golf Fund directors, committee members, Mrs. Liliam Harlow, widow of Bob, whose work for the National Golf Fund included originating the international boys' competitions, came from Pinehurst to receive an award.

The distribution of the three Golf Day funds, in addition to the USO half: Caddie scholarships, \$51,500; PGA Benevolent, Education and Relief, \$38,200; USGA Green Section and turf research, \$23,700; U. S. Junior Chamber of Commerce junior golf, \$23,000; American Women's Voluntary Services, \$9000; Blind Golfers' associations, \$6000; Possibilities Unlimited (handicapped golfers), \$6000.

Life magazine has paid all promotion and operating expenses, except travel and personal expenses of National Golf Fund, Inc., committee members and directors in work necessitated by fund raising and distribution.