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Sticks to 4 Operating Rules

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thirdly, the quality merchandise represents the greatest value for the money and doesn't involve trouble in exchanging defective merchandise.

Speaking of pressure selling, Fondren sums it up this way: "Sooner or later the fellow who has been pressured is going to realize what happened to him. Whether you know it or not, you've probably lost a customer as of that moment. Anyway, the persuasive approach brings more sales in the long run."

The best policy in pro shop selling is to make it easy and pleasant for players to buy what they need to improve their games and increase their enjoyment of golf.

Rule 4 is closely tied in with Rule 2, according to Fondren. It amounts to giving the member the best possible merchandise for his money and being careful to sell him equipment that he can use to the greatest possible advantage. "Everybody agrees we should learn more about club fitting," says the Memphis pro, "but I think that should be extended to shoes and wearing apparel. It's only when the pro becomes the complete merchandiser that he'll have a chance of getting all his members' business."

The Colonial pro operates in a 24 x 72 ft. shop that was built for him two years ago. One thing that excites the envy of most other pros who have seen the shop is that it has plenty of storage and display space and an excellent workshop where there's ample room for a fellow to move around in.

Shirts and hats are displayed in five large glass showcases complete with mirrors which give an added gleam to the merchandise. Two and one-half ft. high bins are used for displaying golf bags, clubs, shirts and miscellaneous items while trousers, shoes and other wearing apparel are shown in rack-type displays.

To keep members occupied and comfortable, Fondren has his shop outfitted with a TV set, several well upholstered chairs and a vibrator chair which gives a refreshing treatment to the weary golfer.

Fondren keeps on the lookout for stories and articles about the members, or their families, which appear in local newspapers and posts them in a conspicuous spot near the TV set for all to read. All these things add to the folksy atmosphere of the Colonial pro shop which is contrived to a certain degree, as the Memphis pro candidly admits, to get people in where they come contact with the merchandise he sells.