

Mr. K— Was Shopping for A Discount

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Shortly after we reopened our pro shop this spring a middle aged man came in one day and browsed around for 20 or 30 minutes before introducing himself. He told me he had been making half-hearted attempts at playing golf for 20 years, but now suddenly he found himself with a real desire to excel at the game. The first thing he was going to do was junk his old clubs and buy a new set.

There wasn't anyone else in the shop at the moment and I took more than the usual amount of time in fitting the fellow for clubs and advising him what would be best for him in length, weight and grip thickness.

Just when I thought I had the sale wrapped up, the fellow started hinting that he thought I should give him some kind of a discount. When I didn't react favorably, he said he had been in business all his life and never paid full price for anything.

To emphasize his point, he waved his cigar in the direction of the parking lot and said: "Do you see that new Cadillac out there? You don't think I paid list price for that, do you?"

By this time I was rather upset, but I tried not to show it. "Mr. K ———," I said, "what you paid for that car is no concern of mine. A pro who is a PGA member doesn't cut prices. We try to give you the best club fitting possible and the best merchandise you can buy. I'm sorry but beyond that we can't do anything for you."

Mr. K ——— hung around the shop a few minutes longer studying the clubs I had shown him. Then, as he was getting ready to leave, I decided to try using a little psychology. I figured I didn't have anything to lose. "Mr. K ———," I said, giving him a no-hard-feelings smile, "I know you're going out and shop around, but I've got a hunch you'll be back to buy my clubs."

"Why do you say that?" he asked.

"I don't think you're as much interested in price as you are in getting a set of clubs you'll have confidence in."

Within a week Mr. K ——— was back, grinning a little self consciously, and saying he guessed he'd take the set of clubs I had showed him.

After the sale was completed, Mr. K ——— told me that remark I had made about getting clubs "he'd have confidence in" stuck in his mind. "To be very honest," he said, "I went out and shopped around and could have bought the same brand of clubs you're selling and saved myself 25 per cent. But you know," he added, "all these other fellows did was try to show me how much money I'd save. None of them mentioned feel or weight or grip thickness or anything like that. After talking to two or three of them I knew I'd never have confidence in any clubs they'd sell me."



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