

# BRAINSTORMING

*NCR Training, Ad Experts Collaborate with Dayton, O. Pros to Produce 108 Ideas for Stimulating Sales, Service — and Profits*

Byron Thornton, National Cash Register sales training authority, and Leigh Metcalfe, the company's asst. advertising mgr., collaborated with eleven Dayton, O., professionals and their assistants in one of the most stimulating sales promotion conferences pro golf has seen.

The session was termed a "brainstorming" meeting. All present were asked to write down briefly every idea they thought would increase pro shop volume, profits and customer goodwill.

The professionals, including Gene Marchi, Harry Schwab, Norman Butler, Tommy Bryant, Gil Ogilvie, Jim Rudolph, Tom Force, Dick Ruthertford, Ed Hetzel, Norman Kidd and Wilmer Goecke, and their assistants came through with 108 ideas which Thornton classified under "advertising," "selling," "personal," "service," "displays," "merchandising," "records," "teaching," "buying," and "inventory."



## New Department

*Over The Pro Shop Counter, a new GOLF-DOM department, appears on Page 30.*



A compilation of these ideas was passed around at the PGA annual meeting as another one of the helpful jobs "Chick" Allyn, NCR boss, international star salesman and pro golfers' angel has done to help smart pros help themselves.



Byron Thornton

*... he brainstormed Dayton pros.*

The idea is one that can be applied at every PGA sectional spring business meeting. Pass out sheets of paper to pros at your gatherings and have them write down all the good pro business ideas they can call to mind within a 10 or 15 minute period. If you were to show classifications such as "advertising," "selling," etc., on the sheets you pass out, you'd probably get better results. Running off sheets of this kind by mimeograph is very inexpensive.

Or, if you want to make a "production number" of brainstorming you probably

can get from Leigh Metcalfe of the NCR advertising dept., Dayton, O., some of the brainstorming sheets on "how to increase pro shop sales" that were distributed at the PGA annual meeting.

The Dayton professionals' "brainstorming" ideas:

### Advertising

1. Use more signs around the shop.
2. Create more open displays.
3. Give out shopping bags with an ad on them.
4. Obtain "stuffers" from manufacturers.
5. Send out Christmas books.
6. Promote quality of your merchandise.
7. Advertise your repair service.
8. Secure films to show members.
9. Create more incentives to play golf.
10. Let members win small bets.
11. Give prize for eagles on hard par 5 hole.
12. Give your own hole-in-one trophy.
13. Change promotion items each year.
14. Use series of cartoon posters.
15. More brainstorming by all groups.
16. Educate the public that your prices are right.
17. Do more advertising locally.
18. Use the power of direct mail advertising.
19. Wrap gift and tournament prize packages attractively.

### Selling

1. Suggest related items to every customer.
2. Record all sales immediately.
3. Follow up on larger sales.
4. Avoid high pressure selling.
5. See that customers are properly outfitted.
6. Discuss equipment at equipment counter or rack.
7. Sell on Lay-Away plan.
8. Let members win small bets.
9. More brainstorming by all groups.
10. Sell more by mail at Christmas, Father's day, birthdays, etc.
11. Sell yourself to your members.
12. Improve creative selling ability.

### Personal

1. Pro should be in shop as much as possible on busy days.
2. Wear your own merchandise.
3. Romance the customers.
4. Train and educate your juniors.
5. Give consideration to credit business.
6. Spell names correctly when reporting scores to press.
7. Extend the golfing season.
8. Don't bet too heavy with members.
9. Let members win small bets.
10. Educate caddies to promote golf sales.
11. Be available to meet with golf committees.
12. Know the golf rules by heart.
13. Develop more good will.

## Record Attendance Expected at GCSA Louisville Show

Officials of the Golf Course Superintendents' Assoc. of America expect a record attendance at the 28th national turgrass conference and show to be held at the Kentucky Hotel, Louisville, Feb. 10-15. Evidence of the great interest in this year's meeting is shown by the fact that display space at the conference center was sold out as long ago as last December.

The educational program, the big attraction of the show, will start on the afternoon of the 12th and continue through the 15th. Several top turf experts as well as men who concentrate on management and training phases of the superintendent's profession will be speakers or panel leaders at the educational sessions.

14. Examine clubs in storage racks — make notes.
15. Earn customer confidence.
16. Be a salesman and a Pro.
17. Be immaculate in dress and grooming.

### Service

1. Help customers to buy right.
2. Don't ridicule members' equipment.
3. Ask player about his game.
4. Listen to players' sad stories.
5. Have good size mirror in Pro Shop.
6. Give members helpful tips free.
7. Have more patience on the phone.
8. Don't forget the value of public relations.
9. Have suggestion box in Pro Shop.
10. Extensive tournament program.
11. Have a good handicap system.
12. Welfare of caddies.

### Displays

1. Set up displays near first tees.
2. Put golf balls in glass jars.
3. Display your size — then wear it.
4. Redecorate the Pro Shop periodically.
5. Change shop around according to sea sons.
6. Obtain a male and female mannequin.
7. Small displays in men's and women's locker rooms.
8. Shop downtown stores for new ideas, fixtures, etc.
9. Have your gimmicks on display.
10. Make more use of manufacturers' racks.
11. Make use of your professional display members.

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## Brainstorm Ideas

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12. Have good lighting on displays.
13. More brainstorming by all groups.
14. Use more animation in displays.
15. Make better displays.

### Merchandising

1. Equip and outfit foursomes.
2. All items should be priced.
3. Have a bargain barrel.
4. Install a putter rack at the putting green.
5. Put red bands around putting green putters.
6. Put your own labels on merchandise—where practical.
7. Sell "package" golf equipment and apparel.
8. Induce high handicap players to use better equipment.
9. Let members win small bets.
10. Promote team competition.
11. Try to get members to play for golf ball nassan's.
12. Plan local tournaments.
13. Have club president write to members about Pro Shop.
14. Better shop arrangement.
15. Have a clean shop.

### Records

1. Obtain birthdays of all members, use them.
2. Have notebook handy for all requests.
3. Keep a file of members' sizes.
4. Keep better records all around.
5. Keep records of your stock turnover.
6. Keep records of overhead — watch them.

### Teaching

1. Work on high handicap players.
2. Hold your own clinics.
3. Have group instruction for juniors.
4. Educate members to buy from you.
5. Teach your employees to sell right.
6. Watch foursomes off first tee for "tips".

### Buying

1. Be more selective in your buying.
2. Buy things that will sell.
3. Stay away from "junk".

### Inventory

1. Maintain adequate stock of fast moving items.
2. Move stock once a month.
3. Take inventory more often.

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Make Sure Your Club Officials  
Receive Golfdom in 1957  
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## Dickinson's School

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not miss more than 3 or 4 months of outside work on the course. A placement training period from April to Sept. during the freshmen year makes this possible and at the same time serves to initiate the relative newcomer to turf work in his chosen field. Both schools now are accepting men recommended by previous graduates. Some are sons of former students.

### Saw Need for Instruction

Dickinson has leaned away from an active career in turf research and placed emphasis on instruction. He says: "There is and always has been a great need for men who know how to evaluate research information so that it can be put to its best use. Turf research is highly important but it is valueless until applications are made that benefit the turfgrass and resultant playing conditions. Many research projects are so controlled that knowledge gained must be carefully applied to actual conditions. Since there is great variation from one location to another, it is not an easy matter to predict how grasses will respond to specific treatments researchers recommend. The kind of information which will in the long run be of most value is that which leads to a better fundamental understanding of the functions of the plant itself. The personal factor, the supt., for example, is not scientifically controlled. We try to fill the gap between researcher and the supt."

Three years ago, Prof. Dickinson was asked to head a new venture at the University. This one is far removed from turf-grasses which had been his intimate concern for over 30 years. Most of his time now is spent in other activities but he still devotes many hours to the turf work he loves.

## PGA Educational Session

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approach shots. Jackie had his right hand rolling over shortly after contact. Sam keeps the back of his left hand square across the line as long as he can.

Fleck was commended by Snead for his head work. Jack is one golfer, said Sam who can balance a glass of water on his head while swinging. Probably only a few of the pros can do it.

Jay Hebert said Snead has the "finest turn away from the ball" of anybody in golf. Burke's lead was: "I'm like all the