

Over The PRO SHOP Counter

The pro-store customer who sells himself does a fine job of working for the pro. Display shirts, headwear, socks and other apparel on tables so people can see and feel merchandise instead of waiting for someone to wait on them. Then the customer has all the fun of buying and never feels pressured into spending his money.

*Dick Forester, Pro,
Houston (Tex.) CC*

Harry C. Boyer, veteran and perennially lively pro of the Losantville CC, Cincinnati, O., remarks:

There are many things we haven't done around the pro shop that may be very good business now. One of them, for example, is pricing items at \$39.95 instead of \$40. I don't think that would frighten business away from the shop of the ritziest club in the country.

The comparatively small amount of money spent by the pro on consistent advertising usually pays big returns.

Tom Mahan, professional at United Shoe GC, Beverly, Mass., exhibits real proof of the value of advertising by using a monthly letter which, among other services advises members of sales that are coming up and tells them of savings to be had. He has established the habit among players of looking for bargains on the 15th of the month without interfering with the regular lively flow of business.

A prominent Ohio pro golf businessman comments: In our district possibly 30 per cent of the club, ball and bag buying is done away from pro shops. I used to get sore when I saw my members had bought elsewhere. Then I got to thinking it might have been something wrong I did, or something right I didn't do, that let their business get away. I changed my attitude. A lot of the business I'd possibly been scaring away or had been neglecting began to come back to me.

A Hartford, Conn., pro says: Some pros who moan about bad business would improve their picture if they'd get better displays in their shops.

This pro always has some sort of a bargain on top of his ball counter or prominently displayed elsewhere in the shop. He's trained his members to look for something special when they come into his shop.

A Texas professional says: Some ranges selling clubs at cut prices snapped me awake when they sold several sets of clubs to my members. The clubs were bought because they had been tried out at the range. I began that 'trying-on-for-size' method myself, plus some instruction and it did business for me. Pros don't take enough advantage of their lesson and practice tees in selling clubs.

A merchandising service by the professional that is greatly appreciated is that of advising gift buyers what would make needed and welcome golf gifts on Christmas, Father's Day and Mother's Day. I write to husbands and wives telling them what golf items would solve a gift shopping problem. The information always is gladly received and it pays off for me.

Jack Grout, Pro, Scioto CC Columbus, O.

An experienced Kansas professional says: Now the pro is frequently asked to make 'a deal' when he's selling new clubs; either cut the price or give a long allowance on new clubs. If the pro has a good, simple bookkeeping system he knows that his margin of profit and his turnover won't stand what the fellow who's shopping around for something cheap, wants as a 'deal.'

Watch out or you'll have a good piece of your profits and your good credit rating tied up in trade-in clubs you can't unload.