

Over The PRO SHOP Counter

Recommends Wider Use of Sales Letters

Carroll T. MacMaster, pro at Woodholme CC, Baltimore, Md., and PGA Seniors' pres. in 1956, believes that the pro should pay more attention to correspondence than usually is the case.

He says a little more use of sales letters, batted out on the pro's typewriter, would be beneficial to members and pros. Such letters could be individualized and sharply focus the printed advertising and form letters the professional might use.

MacMaster adds that in advising assistants about training they can use in becoming valuable men around pro shops, reference should be made to learning to operate a typewriter.

The Woodholme pro's letterhead is a good example of the type of advertising and information that impresses club members. The letterhead is simple and well-balanced in layout with MacMaster's name, title, club and address in the right two-thirds of the top of the page. A conventional flag set up by the printer separates MacMaster's data from the section which gives the shop's telephone numbers, names of Mac's assistants, Charles Herling and Bobby Miller, and two lines for Course Supt. Carroll Hitchcock.

It is MacMaster's idea that having the names of the supt. and the assistants on the letterhead not only is a service of information to members but subtly impresses them with the fact that a business organization is handling their golf needs.

Gives Pupils Mimeographed Lesson Sheets

Howie Atten, pro at Dubuque (Ia.) G&CC finds that mimeographed outlines of lesson points give his pupils the sort of printed "homework" that ties in with the instruction routine to which they were conditioned as high school and college students.

He distributes these sheets during group lessons for women and children as well as after individual lessons. Some members who don't take lessons ask for the sheets and Howie is glad to distribute them as he figures that the more a person learns about golf the more he wants to learn, and the more and better equipment he will buy.

There are single sheets on each of the following topics: grip, stance, what makes the ball 'take off' for distance, lining up the ball, plane of the swing, tee shots, iron shots, uphill, sidehill and downhill lies, pitch-and-run, chipping from the edge of the green and putting.

One of the sheets reads:

Chipping from the Edge of the Green
(Shots which are too far off the green for a putter — two to eight feet)

1. Use less-lofted club — either Nos. 5, 6, 7, or 8, depending on roll of green.
2. Grip club short (end of leather grip) and stand close to ball to insure control.
3. Bend knees and open stance. Rest right forearm on right hip (lightly).
4. Use hands, with very little pivot or body movement on backswing.
5. Always cut grass with club blade edge. Never top or hit half of the ball.
6. Stay down to shot with head steady.

Pro Shop Telephone Calls Important Part of Service

It's important to answer the shop telephone pleasantly, record and transmit messages accurately and record orders exactly and clearly, say Joseph P. Annecelli. At every club there are doctors on call, wives who want to reach their husbands, husbands who want to reach wives, offices that want to reach executives and others to be reached with personal or business messages. Handling this phase of pro shop service in the correct manner calls for writing down everything and checking back with the source of the message so there will be no mistakes.