

# Many Profitable Reasons for Pushing Pro Christmas Sales

By JOE GRAFFIS

**D**uring the past 10 years Christmas has become an important part of the golf season.

At many pro shops, Christmas gift sales volume accounts for the first or second largest month of the year. In the northern and central states, the holiday golf gift revenue has brought a substantial profit in a period when the pro formerly was hibernating and living on what he'd made during the warm months.

The successful campaign for Christmas shopping at the pro shops have a lot of profitable angles that pros have noted. Possibly the most important, dollar-wise, is getting across the sales story that nobody can go wrong when giving a golfer a golf gift for Christmas. This fact has greatly simplified Christmas shopping and has made the pro's presentation of golf gifts a definite service to his members.

## Rules Out Indecision

Many unwanted Christmas gifts have been bought because the giver didn't know what to give the receiver. Particularly is this the case when women are buying gifts for men. Into this situation the pro shop golf gift service fits in a most useful way. The majority of professionals reporting experiences with GOLFDOM'S "Christmas Shopping at Your Pro Shop" marketing plan say that a large number of women who never have been in their shops before come in looking for golf goods to give as Christmas presents. These customers find the pro's expert advice highly valuable and naturally appreciate the help he gives them.

Another profitable element of the pro shops' Christmas merchandising is the amount of sportswear sold as gifts for youngsters. The kids wear the country club styles winter and summer. They aren't fussy about what they wear for winter and what is to be worn in summer. They wear out apparel much faster than adults.

Pros frequently tell of their Christmas sales campaigns clearing out apparel stocks: new merchandise ordered especially for Christmas business and items unsold during the warmer months. Winter golf vacations, Northern pros say, are quite a factor in golf Christmas gift buying.

Christmas gift business has been an appreciable factor in upgrading women's golf goods. Sets of clubs, bags and gift boxes of golf balls may involve amounts that many women hesitate to spend on their own golf, but which their husbands and the kids will readily spend for Her Highness.

Almost invariably the gift of new clubs means more play. Gift box selling of balls means that the fellows who get the balls are not going to waste a lot of time looking for a ball that's lost and are going to toss a scarred ball into the practice bag instead of keeping it in play.

## Helps Pros Compete

GOLFDOM'S "Christmas Shopping at Your Pro Shop" gift guide, which puts the pros on a competitive advertising plane with the downtown and mail order stores, is the big gun of the great majority of the most successful pro golf sales operations.

In planning his Christmas gift merchandising, the pro might profitably look over his membership roster and list what he thinks members can use and will appreciate getting as Christmas presents. With that specific information as guidance, he and his assistants can direct their sales effort where it will do the most good.

*Christmas  
Shopping  
at your  
Pro Shop*

## Don't Overlook This Market

One of the very large markets for golf Christmas gifts is among corporations that give Christmas presents to customers.

Personalized golf balls are in high favor as company gifts. Numerous professionals have sold hundreds of dozens of personalized balls to members who have bought for their companies to give to customers.

The pro has to go after this business early in order to allow the ball manufacturer ample time for stamping names on the balls. Buyers thus can get their gift orders out of the way far ahead of Christ-

## Two Good Bets

Pros who devote at least part of their Christmas selling campaigns to pushing gifts for kids and corporations will find both markets highly profitable. Kids run through a lot of sportswear that can just as well be purchased by their parents at the pro shop as anywhere else. An increasing number of pros have found that many local firms are in the market for personalized golf balls as gifts to customers and suppliers.

mas. If the pro delays asking for this business, he probably will be out of luck.

Displays of golf Christmas gifts in the clubhouse over the weekends in the fall and winter have attracted considerable business for professionals.

Well-planned telephone campaigns to men and women members usually are timed to follow up the "Christmas Shopping At Your Pro Shop" book by professionals who have developed a big Christmas volume.

Each year Christmas gift volume at pro shops increases, yet professionals who rate as top businessmen in golf are of the opinion that only a moderate fraction of the potential sales figure has been registered.

The pro shop's exclusive stocks, expert advisory and club-fitting service, convenient parking, informed and friendly treatment of the customer, and charge accounts (at the private clubs) all add up to distinct advantages for the Christmas gift shopper.

The new millions of dollars in golf business, represented by Christmas gift sales, call for the pro's best selling efforts in person, by print and by telephone.

Hundreds of professionals and their assistants already are at work on the Christmas golf gift advertising and selling plans.



Native son, Jack Nicklaus won the 12th International Jaycee Junior golf tournament at the Ohio State GC, Columbus, O., shooting a 294. He is shown (above) with Jerry Brennan of the Jaycee organization. Below are old masters, Jimmy Thomson and Bob Jones. Thomson, along with Dow Finsterwald, put on exhibition of shotmaking while Jones was an honored guest at the tournament.

The pay-off will be that Santa Claus, as the pro's selling partner, will put the gift of an extra month's big business in the pro's own stocking.

Through Aug. 20, more than 114,000 of the 150,000 available copies of "Christmas Shopping at Your Pro Shop" had been ordered by pros. If you are planning to use the catalogs in your Xmas sales campaign but haven't placed an order for them, you are urged to do so at once to insure getting your supply.