

Ask players to try the clubs and see for themselves. Give your member an opportunity to "see, feel and try." These are the three major factors in selling clubs.

Following the leader is always a good sales approach. When you have individuals in your membership who appear to be outstanding leaders, and with whom everyone likes to play, then they are key men. Each club has three or four such men. To these men you can afford to make long trades, just to get them using a new set of clubs. They will brag about their new clubs and members will listen. Remember, people always like to follow a leader.

#### Trade-ins Are Difficult

Now we are going to discuss the most difficult part of pro shop selling, the trade-in of clubs. When an assistant appraises a set of clubs for trade, the allowance should be on the low side. If the member feels it is too low, he can always ask the pro if the pro can do any better. If it is possible to up the appraisal a few dollars the member feels he has made a good trade.

If my assistant has quoted what I believe to be the highest we can afford to offer, and the member comes to me for a better trade, I say my best is \$5 lower than that of my assistant. But since my assistant made his offer in good faith, I'll let it stand. In either case, the member feels he has got the best possible trade.

Trading is a very hazardous business. You must trade with the member feeling he has got the best of the bargain. Also keep in mind, never trade unless you feel it is going to be profitable to you. You are entitled to a profit on every used set you take in for resale.

I have turned down many trades because members have insisted that I pay more than the clubs were worth.

Sometimes I approach a hard trader from a different angle. I make him a firm bid, then say, "You try to sell your clubs to anyone for what you think they are worth. If you haven't sold them within two months, I'll still give my original offer regardless of the extra wear the clubs have undergone." In most cases after a month of trying to sell them without success, he realizes they are not worth as much as he had expected, and he is willing to meet your terms.

One must be very careful in trading. If you don't watch it closely, you may

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#### How's This for Distance?

It is an established fact that you probably can kick a golf ball that is frozen a lot farther than you can drive it.

So, it's reasonable to assume that a ball that has been boiled should have an added injection of go.

A Milwaukee golfer tried testing the latter theory a few weeks ago with three golf balls. After dropping them into the cauldron, he stepped outside his home to take a few practice swings. A few moments later there was an explosion — then two more.

He rushed back into the kitchen to find his astonished wife, who knew nothing about the experiment, gazing in horror at tiny bits of rubber that had plastered the stove, refrigerator and practically every inch of wall and ceiling space.

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end up with your year's profit tied up in merchandise you can't sell. I have found that it does not pay to trade off brands or models older than three or four years.

#### Let Others Take Loss

There is a type of individual who always wants to trade providing he gets all your profit in the deal. This fellow has already been to other pro shops and ranges and is playing one against the other for the absolute highest bid. When I meet this type of trader I know I am not going to make any money on the deal. So I tell him I can't make him an offer because I have too many used clubs in stock. I am always ready to let the other fellow have the unprofitable business.

Sometimes we have a member who wants to trade but insists he can't afford it. I will make sales to these fellows on long terms giving them up to six months to pay.

#### Caring for Ball Shoppers

The golf ball is perhaps the easiest selling item in a shop. Every club has a few members who, for one reason or another, do not buy their balls from the pro. In most instances they buy their balls from bargain stores, cut-price catalogs or some "so called" wholesale outfit.

Of course, they do not get top grade balls. Their main buying incentive appears to be price and not quality. Apparently they do not want to pay top price for a ball and are embarrassed to ask the pro or his staff for low price balls for fear

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*This article was condensed from a speech made by George Aulbach at the last PGA Assistants' School course.*