Pro Shop Selling

someone may hear them. I think I solved this problem by keeping a box of bargain balls on my counter at all times with the price prominently displayed. The member sees the ball, selects two or three, signs the charge ticket and is on his way without conversation. When members learn that you, too, can supply bargain and inexpensive balls, they will not seek them elsewhere.

There are four ways a pro shop can increase its sales:

1. Sell larger quantity.
2. Sell better quality.
3. Sell associated items or things that go together.
4. Call attention to new items.

Selling by suggestion is one of the highest forms of salesmanship. Cultivate it and watch your sales grow.

Get Him to Say "Yes"

Never ask a man if he wants to buy, always ask him what he would like to buy. Always give him the choice between something and something, never between something and nothing.

For example, when a member looks at your shirt display, never ask, "would you like a shirt today?" because the natural answer to that question is "No." But if you say "Which of these two shirts do you like best?" his natural answer is this one or that one. After he has made a selection, it's pretty hard for him not to buy after showing an interest in the shirts. If he doesn't buy at the moment, he will probably buy a few days later when you call his attention to the fact that you have only one or two of the shirts he liked left. (**To be concluded in September Golfdom**)

Player, Crampton in GWAA

Gary Player of South Africa and Bruce Crampton of Australia, who play the PGA tournament circuit, are the first foreign newspapermen to receive invitations to become members of the Golf Writers Assoc. of America.

Player, runnerup for the Open title at Tulsa, files daily dispatches on his golf to the Johannesburg (S.A.) Star. Crampton, who finished 18th in the Open, does a daily piece for the Sidney (Australia) Telegraph.