

How Pro Merchants Can Boost Profit

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Business anywhere is as good as you make it. Some fellows will make money under conditions that have other men losing it.

Pro, as a general thing, ought to be able to turn over his shop investment four times a year.

Always consider and weigh complaints. People don't complain without reason. Far more costly than complainers are the customers who don't voice their complaints but just stop buying, or who never begin buying.

Complaints about pro merchandising that must be considered by any pro are:

Manufacturers' complaints about pro credit. These complaints mean every pro has to share the cost of manufacturers carrying the pro whose credit is poor.

Customers' complaints that pro prices are too high, shops are old-fashioned, dirty, poorly lit and that pro shop stocks are short.

Profit is not made until the goods are sold.

Pros may be able to justify slightly higher price on account of buying convenience, but as a general thing they should beware of selling at a higher price than the stores, any merchandise of the same label.

Pros usually should avoid lines that are competitive with stores.

The pro, if he is going into any private brand golf merchandise to compete with a market built up by long, astute merchandising and consumer acceptance of the golf goods of leading manufacturers, should have his own name label on this goods somewhat in the same way that he labels caps and hats with club insignia.

The nature of the club and pro shop dictates buying, display and selling practices.

The limitations of a pro's market, although a handicap in some respects, gives him a better setup for market study and analysis than the store has.

Pro should know his competitors to know how to price pro shop stocks.

Shirts, underwear, sweaters, in cellophane wrappers increase sales because they're always clean and it's easy to tell size, price, color and material.

In men's wear shops 80 per cent of the business often is done on 20 per cent of the stock.

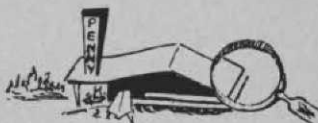
A good simple inventory kept up to date is essential. If this isn't done the pro won't know what his model stock should be or know

what to replace as it is sold. Without inventory control he will add unnecessarily to rush shipping costs and allow his customers to get the idea that he often is out of basic items. In that case they will get in the habit of buying elsewhere.

Don't be a "price" shop and make too much of a point of cheap goods. That doesn't go with the type of merchandise people expect from pro shops.

Have "end of season" sales and don't worry about persons who have bought at regular prices getting annoyed by lower prices. They have used the stuff during the season and have been a season ahead on style, too. Worry about the guys who haven't bought. But don't have "clearance" sales too soon!

Pros might study J. C. Penny chain stores as examples of shops that are spotless, well



lit, have merchandise well arranged and well stacked, and that have excellent fixtures for customer self-selection.

Golfers don't buy clubs often enough because pros haven't taken advantage of opportunities to show potential buyers they really need new clubs.

Sales women in pro shops makes good sense. Saleswomen usually are less expensive than men, are more helpful on selling male items to golfers, have the knack of reminding people to buy for gifts, etc., without appearing to be "pushing," and know style and color.

Where there is a pro's wife taking an active part (in the shop or "back stage") in pro merchandising the job probably is being better done as a service to members and thrifter as a business operation.

Don't get carried away by "requests" for something special from a possible customer now and then. He may be the only one who might buy the requested item.

Pros' sales resistance is low. So to buy wisely, they had better deal with companies that have well advertised merchandise that moves quickly. They should also favor manufacturers and sales reps who don't try to oversell them.

Ask For Money; You Earned It

Renaldo Spagnoletti, (Spag) Freeman McKenzie, Inc., Long Beach, Calif.

"Spag," a personable and dynamic salesman of used cars, was the most entertaining, direct and strenuous speaker in the PGA sessions. He is not an apostle of finesse as he is not in a business where delicate, low pressure

practices make sales.

Pros thought the methods "Spag" used might be good on some public and semi-public jobs but would get a pro kicked out of a private club.—Editor.