

How Pro Merchants Can Boost Profit

E. W. Elliott, Buyer, Boys' Wear, May Co. of Southern Calif.

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.

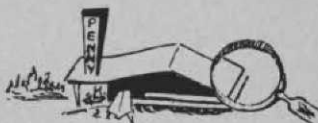
A good simple inventory kept up to date is essential. If this isn't done the pro won't know what his model stock should be or know

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.

Some fellows who are expected to sell act as though there's something disgusting about money.

I ask for money. That's the thing I want. The rest you can keep. I sell from 250 to 300 cars a month.

The man who comes into a pro shop hopes that something will rub off that will give him a better game. The pro is supposed to have some magic and he should capitalize on it.

Don't kid yourself that you aren't expected to be a good businessman. Anytime your shop sales and other revenue, except lessons, go over 50 per cent of your total income you are more of a huckster than you are a pro.

You are doing a man a favor when you sell him golf equipment. You are getting him out of a bar and letting him get healthy and happy.

Pro fitting gives the customer something "for free" that he can't get elsewhere.

Don't expect that you are going to be able to sell unless you give selling a lot of study and effort. The automat has pie in the slot but until you put a dime in you ain't eating.

Trade-ins take away from your profit. In taking trade-ins too many of us allow the other guy to sell us more than we sell him.

You haven't made a penny until you've paid all the bills you owe to the guys you bought the stuff from.

Don't waste time trying to get a fellow to buy what he hasn't got the money to pay for. Keep thinking and looking for the live ones with money that you ought to have in return for doing them the favor of improving their golf.

How I Teach Putting and Chipping

Paul Runyan, Professional, La Jolla (Calif.) CC

Putting is a science rather than an art. The closer you can come to sound mechanics in putting method the more putts you hole.

Horton Smith, Johnny Revolta, Denny Shute and Mac Smith were the best putters I have seen.

My putting has stood up. I have checked with doctors in striving to get the anatomy of my putting basically sound.

Rhythm and power (touch) can go bad in putting unless your method is organized and you are constantly careful.

I have had only 5 putters. The only time to change putters is when you are putting well, then you can make an intelligent change.

My putting and chipping grip has my hands opposed with the palms about facing skyward. In this way the wrists won't roll.

The "croquet" style of putting has binocular vision to recommend it; you can see the line to the hole better but you don't have the touch.

My putting and chipping stance is square. Weight is balanced on both feet. The shaft of the putter is in a vertical plane. The face of the putter is squarely across the line of the putt. The ball is even with the inside edge of my left shoe.

There is as little wrist action as possible.

I'd much rather see them putt with shoulders than with wrists.

"Never up, never in," is dangerous policy if you are over 10 feet from the cup. Lag the putts when they are 10 feet or longer.

Lloyd Mangrum locked his knees and kept his body firmer for putting with his knock-kneed stance.

Chip shots are just like putts except the ball is in the middle of the stance.

Keep elbows close to the sides but not locked and chip with the arms rather than the wrists.

I don't care much whether the grip for the chip shots is interlock, overlap or reverse overlap.

About 60 per cent of my weight is on my left foot when I am putting or chipping.

My putting grip with the hands separated for shorter putts (less than 10 feet) was adopted after careful check of 2000 putts.

My method for the shorter putts is to hold the putter with the left hand against the body as the connection of the pendulum. My right hand is down about at the bottom end of the leather.

If Snead had used this grip for shorter putts he would have been unbeatable.

Rod Munday some years ago had a hot spell putting crosshanded. I will try that if I again have trouble with the longer putts as the cross-handed method is fine for touch.

Hahn, "Traveling Salesman for Pros," Suggests Plain Talk

Paul Hahn returned from an exhibition tour to Australia, India, Siam, Hong Kong and other South Pacific points only a few hours before his appearance at the PGA annual meeting. The colored motion pictures he planned to show were held in Melbourne on an export technicality.

The Hahn picture when it does arrive will be made available for PGA sectional meetings. It is a 1200 ft. color sound film.

In the absence of the South Pacific travel

film, Hahn showed the interesting and instructive "Tee Topnotchers" picture Columbia Pictures made at Desert Inn, Las Vegas, Nev. Wilbur Clark and Howard Capps cooperated on the film. Incidentally, the film clearly shows in slow motion a number of instruction points that pros want their pupils to understand.

In his talk at the PGA teaching session, Hahn, who does strong and discreet public relations work for pros during his exhibitions, says ques-

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