



Strictly PROfessional

Open Set Sales Plan

A decision that tests a pro's business judgment is that of deciding to what extent lower-priced clubs should be displayed.

Pro quality lines have enabled the pro to command the market for the better and higher-priced golf clubs and balls but with the vast expansion of the golf field there are many thousands who can't, or won't, pay for first class merchandise.

A great deal of this lower-priced business from newer golfers is coming to pros through their sales of clubs on which trade-in allowances have been made. But the trade-ins aren't the pro's answer to the problem of increasing club sales to women.

Stores are beginning to make strong plays for women's club business and the woman buyer isn't as embarrassed about buying clubs elsewhere than at the pro shop, as men members often are.

Without trading down women's club quality standards pros are selling to women by featuring sets of a couple of woods and five or six irons of first class open sets. The women are well sold on the idea that they can fill in the sets later.

Now when women's golf play is increasing so much faster than women's club sales at pro shops, the open set sales plan calls for study and testing by more pros. It gives the woman golfer the deal she wants in getting finest grade clubs without spending any more money than she would for a lower standard of design and construction.

What Do You Know—And Do About Club Fitting?

An exceptionally successful pro businessman says:

"Club fitting is really the basis of the pro's selling operations, yet very few assistants know what weights, lies and shafts

really fit the customer. If the pro department isn't fully competent to do a perfect job in this respect it lays itself open to vigorous store competition. I'm astonished that the pros don't make more of their expert qualifications in fitting clubs, especially since about 30-40 per cent of all clubs in use by average players are not properly suited to their physiques and swings. One of the most costly oversights in pro merchandising has been in failing to emphasize this point. Hence, old fellows who have plenty of money and should have clubs fitting their years, are playing with the same clubs they had 10-15 years ago."

Self-Selection Signs

Golfers who stand around waiting for you to serve them become disgruntled in a hurry if service is poor. Signs encouraging self selection should be located around your shop, especially where those items that can be handled on a self-service basis are displayed. They are a big help on busy days, or during busy periods of the day, and enable you and your assistants to handle many more customers than if you try to give each and every one personal attention.

Advertise the New Line

Whenever you add a new line to your pro shop merchandise, it is an occasion for doing some advertising, according to Walter Biber of Kalamazoo (Mich.), CC.

If you only put the information on a postcard and send it to your members, says Walt, you are calling the attention of golfers to your shop as well as the new merchandise. Here is a sample of how Biber words his messages:

• I'm happy to announce that I have added the sports shirt to my line. Many of the best men's stores in the country carry this item which has a fine reputation for style and quality. •