



# Strictly PROfessional

## Al Robbins on Pegboard

Al Robbins, the strolling pro merchandise expert, gives these tips on pegboard if you are planning to use it in your shop. Board with 1/2-in. centers is preferable to the 1-in. type because it is far more versatile, or, in other words, you can put up or change displays with far greater ease on the 1/2-in. center board. Another thing to keep in mind about pegboard is to keep it at least 1 1/4 to 1 1/2 inches out from the wall. This is because most pro shops use tees for pegs and they extend more than one inch beyond the back of the pegboard. When ordering pegboard, it is well to know that it can be obtained in a wood veneer (walnut, mahogany, etc.) as well as painted or unpainted finish. The veneer type may harmonize better with your furnishings.

## No Re-Order Signals

Sam Dien, who sells a lot of golf goods in his store in New York, says sports stores and pros lose considerable profit because they don't have a simple system that signals them to re-order when they are out of stock on such items as left-hand wedges, rain pants, golf ball retrievers, ladies' golf rubbers, shag bags, children's golf sets and golf seat canes.

## Need Wedge for Wedges

Several golf club salesmen at Dunedin last winter said that checkups of bags in storage at pro shops would show that a very poor job is done by most pros in selling wedges. Probably a better way to say it is that many pros don't do anything to sell wedges to golfers. The pros simply put some wedges in a display with putters and hope that they sell themselves. A five-minute free lesson with every wedge bought would double sales of this club at most shops.

## Golf Balls and Soap

Supermarts put soap and other big-selling staples in the back of the store so traffic going through to buy the cleaning material will be exposed to tempting or reminding displays of other merchandise.

The idea is worth a test with the ball counters at golf clubs. In almost all instances, balls, the biggest selling item of the pro shop stock, are on sale close to the door of the shop so the buyer can dash in, get a few balls and rush out without becoming aware that there is other merchandise in the shop that he needs.

You might try experimenting with the location of the ball counter in your own shop. You possibly will find that a change of ball counter location, in addition to increasing sales, will enable you to keep a better watch over the shop.

## Clarify Service Charges

Despite the increase in pay of club-cleaning boys and assistants who can make minor repairs to clubs, the club-cleaning and storage charges at many clubs are about the same as 10 years ago.

Several pros who have commented on this lag in price adjustment say that it often is the pro's own fault because he doesn't show what the charges provide.

Before, or as the first charge for club cleaning and storage is made on the member's bill, a letter should go to each member giving details of the club cleaning, minor repair and storage service and, when necessary, information on golf cart storage service and charges.

In many cases, members think that clubs and bags are insured against fire and theft as part of the club service charge made by the pro. If this is the case the member should be informed specifically and the charge noted in detail. If such insurance is not provided, the member also should be advised.