



entire shop on his club account in one sale. This "buy it yourself" atmosphere is my best selling tool.

Pro Advertising Cost Low

Sales promotion is done by free group lessons to juniors and ladies of the club. Monogrammed headcovers are given with each set of woods purchased. GOLFING magazine subscriptions are given to my members with my compliments. All of these gifts are charged off to advertising. The cost is about one per cent of my gross business per year. That is not much when you consider many companies spend as much as five per cent.

My hope in constantly keeping my services going to my members is to create the idea in their minds that they should buy from me. Call it obligation if you like. They consider it turn-about and fair play.

Women's Influence Increases Sales

I made great progress in my sales promotion and selling after I found myself overlooking perhaps the one biggest selling force at my disposal . . . women. Not only do women buy more than 50 per cent of the merchandise at my and many other pro shops but they often are responsible for planting the idea to buy the remaining portion.

I hired a pleasant college girl to work in the shop and she helped increase sales and goodwill right from the start. Not only does she sell more than most men could



(Above) Don Perne sees that his young lady shop assistant has the great advertising value of selling with smiles — smiles of the pro shop staff, and of the buying member.

(Left) One thing that the pro can do that is of tremendous advertising value and a big advantage to the buyer is expert club fitting, and Perne makes a big thing of this in his shop. If he hasn't got a stock of clubs that he knows are exactly what fits the buyer, the buyer is told frankly that he (or she) will have to wait until Don can get the right equipment from another pro's shop in the district.

but she also does all my book work.

Women customers feel more at ease buying from a woman. She helps them with size problems, in selecting materials, etc. I don't have to mention what a pleasant girl behind the counter did to increase buying by the male members. All in all, I have found a woman's personality and selling sense in a pro shop is a service valuable to my members and to me.

From the beginning of my definite, organized planning of pro shop merchandising I felt I could do a better job of persuading my members to buy what I had at the price I must have. I knew I had to deserve their business by meeting competition by using different techniques. Price cutting, "bargains" and high-pressure tactics were out. Only by word-of-mouth advertising was I successful in accomplishing what I set out to do.

Philadelphia Meeting

Walter Schmidt, pres., Golf Association of Philadelphia, announces that the Association's annual Superintendents'-Chairmen's dinner will be held Aug. 25 at the Cedarbrook CC.