

Five Impressions That Bring Sales In the Pro Shop

By GEORGE AULBACH

NOTHING "just happens" that makes a customer buy. There is always a cause.

The attitude that every member takes toward us, and the merchandise we sell, is caused by some impression we made directly or indirectly. We have a personal service to sell and a good sales story to sell it with. The extent to which we succeed in selling will depend upon the number, the strength and the quality of the impressions we make.

Selling is something we do, just like building a green, painting a picture or growing a crop — there is something to it, something definite to work with, sound principles to apply and a correct method

This transcript of one of George Aulbach's lessons on pro shop selling, as given at the PGA Assistants' School at Dunedin, gives you a clear idea why training by successful professionals is one of the best things that's happened in pro golf business. Young men who get and apply instruction of this sort are going to make more money for themselves, the professionals who employ them and do better by their club members.

to use. When right principles are applied in the right way we get definite results.

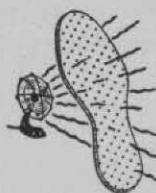
A professional must be thoroughly sold on the merchandise he is selling and understand its selling features before he can effectively present it to his members.

We must continually study our merchandise, study our sales talks and our members' reaction to our talks. After you have learned a good sales approach, fix it in your mind so it will actually become a part of you, then give expression to it as often as possible.

There are many good ways of selling golfing merchandise and each professional must use his own ingenuity on how to do the job best at his club.

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Five Pro Selling Impressions

There are, however, five standard methods of making strong and lasting impressions on members and prospects that can be used effectively by professionals. These have been used with success so many times before, that we can say with assurance that they are fundamentals in the field of selling. Let's list these under brief titles for convenience:

1. First
2. Last
3. Vividness
4. Repetition
5. Association of ideas

FIRST: The professional who is first to his members with a new model club or sales idea, always has the advantage over store competition. For example, Frigidaire was the first mechanical refrigerator to be advertised. Now, many people still call all mechanical refrigerators Frigidaire.

LAST: At any given time of the day, the last person you met is the one you are most apt to have in mind. The book, movie or card game of the night before will, in all probability, be the first topic of conversation in the morning. Why? Because it is fresh in your mind. A sales

talk to a member just before he leaves the club for home sometimes makes a lasting impression that will result in a sale.

VIVIDNESS: If a professional can make a vivid impression on a member, it is sure to be a lasting one. By vivid we mean one that registers on the member's mind with more than ordinary intensity. Some salesmen have the knack of presenting a sales idea so as to leave a strong impression. Old thoughts or new, present them in a manner that has strength. For example, an explanation on how the open faced club will help the chronic hooker, or how the stiff shaft will benefit the fast swinger, or how the all-weather grip will help the man who cannot get a firm grip. These are vivid impressions.

REPETITION: The constant dropping of water wears away the stone. This is an old quotation that has lived for years because it sums up in a few words a universally accepted truth. A member may be "hard as a rock", as some may say, but if constructive sales ideas are told to him often enough, and convincingly enough, his sales resistance will melt away. Improve your game with clubs fitted to your individual swing, is an impressive sales

story. If you keep everlastingly at it, the power of repetition will soon make members believers.

ASSOCIATION OF IDEAS: When we see, hear or experience two or more ideas together, they become associated together in the mind. When we think of one, we think of the other.

For example, if you recall the name of one of your members, you will immediately remember some of his characteristics, his size and facial expressions. You will also remember his clubs and his style of play. This association of ideas is nature working on your mind. The things associated in your mind about this member are like knots on a string, pull one and the other will follow.

The mind cannot accept one impression and reject another. It accepts all impressions, both good and bad alike. To make good impressions we must associate with good people, good merchandise and good service. If it is known that the best players in your club improved their game with clubs selected by the pro, this association of good golf and pro-fitted clubs is a natural sales builder.

Pro Shop Revenue

(Continued from page 72)

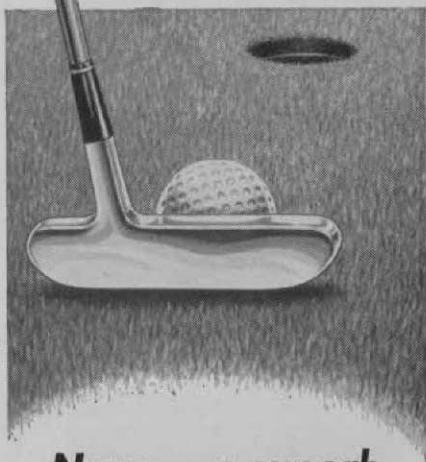
Notwithstanding the operating expenses, limited market and long-lasting nature of a lot of the pros' merchandise, pro golf probably can show a higher percentage of successful enterprises than any other field of small retailing outlets.

Considering the wide and mystifying variation of pro income at clubs that seemingly are about of the same spending class, the pro has to be a mighty careful and smart man to bring his own job up to the point where he will get a good return on his investment in inventory and good pay per hour. He's got to be lucky, too, and have the support of officials and members in providing the volume of business that will attract and hold a competent man.

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