

# Want to Step Up Shop Sales to Women?—Hire A Woman

By MRS. JOE MOORE, JR. \*

**P**RO shop sales of sportswear and related items to women is becoming such potentially big business that the smart professional is entrusting this phase of his operation to the person who knows and can sell women best — a woman.

There are very few men who are capable of doing a good job of selling to women. How many men do you see working in dress shops where fitting, styles, color matching, etc. are of what you might call critical importance? A man may be able to sell wrist watches, handbags and even shoes to women but when it comes to sportswear and the like, he is pretty much of a failure.

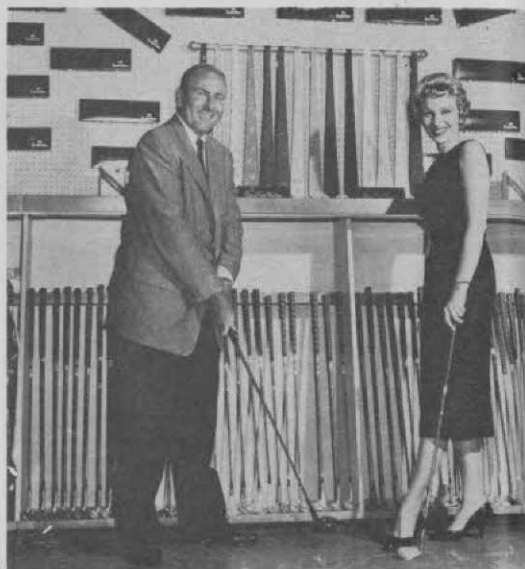
I suppose the main reason for this is that the average man doesn't have the patience, and probably if he'll admit it, much interest in selling to women. Ninety-nine out of 100 golf pros are accustomed to selling to quick-buying males who take an average of about two minutes in deciding what they want. A female who is inclined to be deliberate in making some kind of a choice (and all of them are) baffles men salesmen. Many of the latter in the process of attempting to make the sale are frowning and ill at ease, probably muttering to themselves, "Why can't this gal make up her mind!" The female usually detects and resents this and, in most cases, instantly gets out of the mood for buying.

So, she is accused of not knowing what she wants, or of coming in and taking the pro's time without any intention of buying, or of being capricious. If you were to say to the pro that he treated that last customer rather shabbily, he'd swear that you didn't know what you were talking about.

## Sizes A Mystery

The subject of women's sizes, from what I have seen, always will remain a mystery to most men. Because of this, they don't have any idea of how to stock, with the result that at the end of the year

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The Moores operate in a \$25,000 shop that was built for them by Century CC two years ago.

they have a lot of unsalable merchandise on hand. Men also are weak on stocking popular colors and styles because, I suppose, they don't make any attempt to keep up with the feminine fashions.

Whether or not the pro realizes it, if his shop is poorly stocked, his women members may end up buying most of their sportswear and even clubs and balls at other shops when they go to play as guests at other clubs. I have seen numerous cases where women from outside clubs have come into our shop and made rather large purchases, remarking that many items we have displayed aren't available at their courses.

Pros, too, should get out of the notion that women are extremely price conscious. As far as I can see, this is the prize misconception of the golf business. It's true that a woman can make a dollar go farther than a man, probably because he has made her the custodian of the household funds and periodically asks for an accounting. This has tended to put her somewhat on guard and made her more dollar wise than her husband. Conse-

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## How to Sell Women

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quently, she has become price conscious to the extent that she is quality conscious.

### Weighs Quality and Price

What I mean to say, and it can't be emphasized too much, is that a woman weighs quality against price; and taking all things into consideration, usually makes the choice that will save money in the long run. Three times out of four she won't buy a cheaper sports shirt if a more expensive one is available because the real saving is in the latter item. Her husband, on the other hand, may not base his decision on quality or price but on how gaudy the shirt is. Certainly, he won't give much thought to buying a shirt that matches his slacks or vice versa.

As I have implied here, I don't think the average pro will ever do a good job of taking advantage of the women's golf bonanza. I think he'd be much farther ahead to bring a woman, preferably one with some retail experience, into his shop to handle the feminine trade. He should look for a girl who is forceful yet pleasant, one who knows how or has the ability to learn to buy conventional stock and at the same time be able to keep an eye out for new merchandise that will sell in a pro shop.

### Training May Be in Order

Maybe this sounds like a big order. Finding a girl who has the experience and merchandising instinct described above may be difficult. Perhaps it may be necessary for a pro to bring a girl in who would have to train for a short time at his expense, but in the long run it would be worth it. To begin with, most girls have a pretty fair idea of what women's merchandising is all about just from the shopping they have done, and I don't think it would take the average female more than a few weeks to take over and capably manage the women's department in a pro shop. I'm certain that in at least four cases out of five a girl would operate it much more profitably than it is now being run.

### Resigns Texas A & M Position

John S. Rogers has resigned as head of the Dept. of Agronomy at Texas A & M College to become research director for Associated Seed Growers, Inc. He had been with A & M for 20 years and was named head of the agronomy dept. in 1956.

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