

# Common Sense of Pro Shop Selling

Second of Two Articles

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Always make a customer lead: make him do the talking. Keep asking him questions. Soon you will learn all his likes and dislikes. Then you can place before him exactly what he likes. Again, it is a difficult thing for him not to buy when you are showing him what he likes.

Again, remember it is always the choice between something and something that makes the increased sale. When Mr. Jones says: "Pro give me a couple of balls," always reply, "Three or six sir?" Since he may only have wanted two, naturally he is going to reply to the smaller amount mentioned, which is more than he intended to buy in the first place. If anyone important is listening, a member may want to make an impression by saying, "Give me six." At any rate, your question has made a larger volume sale.

There are a few tested selling words that are guaranteed to sell. A few years ago the soda fountain at Woolworths in New York increased its soft drink business 70 per cent by this method: When a customer asked for a coke, the clerk was instructed to say "a large one, sir?" Of course he wanted a large one, he was thirsty, that is why he was there. So his natural answer was "yes" and a 10 cent sale was made instead of the usual 5 cent sale. This method will work in your shop. Every time a player buys some balls, always ask the question "tees?" He doesn't know whether he needs tees or not, but six out of ten will say yes just to be sure. This simple question will increase your tee sales.

## Ask for Business

You can't get business if you don't ask for it. Try this one: "Mr. Jones, this is one of those hot humid days when it is going to be difficult to keep your club from slipping. Better check your glove before you begin, to be sure it is in good gripping condition." This suggestion will sell more gloves.

You can sell many sets of spikes by simply calling them to the players atten-

tion. Check with your locker room porter and put a tag on every pair of shoes with worn spikes. That will take in most of them. The tag may read: "Worn spikes frequently cause slicing due to the lack of firm footing. Let the pro shop replace your worn spikes." This method will certainly sell spikes because no player wants to slice.

Any pro who loses a large percentage of his business to store competition is falling down on his job of selling the members on the value of doing business through the pro shop.

## Pro Has Advantages

Take a look at the following check chart and note how many advantages you have over the competition.

### Salesman

Store — Inexperienced clerk

Pro Shop — Expert professional advice

### Purchase Place

Store — Some distance from member's office

Pro Shop — Conveniently located at club

### Price

Store — Cut price

Pro Shop — Standard price

### Quality

Store — Questionable

Pro Shop — Guaranteed top quality

### Demonstration

Store — None

Pro Shop — Hitting balls on course

### Adjustments and Repairs

Store — Return to factory

Pro Shop — Repair in shop without delay.

From this check chart you can easily see that the score is 5 to 1 in favor of doing business with the pro shop. The only advantage a store may claim is price.

When a member is interested in buying any item, he wants to know about its quality and how it is going to help him. For example, you can offer a very convincing sales talk on golf shoes:

While Mr. Jones is looking around the shop, waiting for his foursome, I frequently say: "Mr. Jones, let me show you our new shoe. This is the shoe that is worn by all the leading tournament players, both amateurs and professionals. They feel this shoe gives them a better balance and a safe footing for hard hitting. The money players can't afford to take a chance on anything but the very best when one stroke frequently means the difference of a thousand dollars.

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## Common Sense Selling

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"No, Mr. Jones, I don't feel the price is too high. These shoes must be made stronger and more rugged than dress shoes to stand up under all kinds of weather and conditions and then left to dry in a stuffy locker. The golf shoe takes the worst beating of any type shoe. They have to be made better. I have a pair of my own that I have been wearing now for five years and they are still in fair condition. They were \$30 shoes, which means they cost me \$6 a year to wear. Since they will outwear any other shoe, they are cheap.

"Just feet the leather in this upper. It is imported Norwegian calf for durability. The sole has a flexible, stainless steel plate between the outer and inner sole. The spikes are threaded into the steel plate to hold them firmly in their correct position. They cannot bend or slip. This flexible plate also prevents the soles from warping out of shape after the shoes have been wet. It has a form fitting arch that clings to the foot during the swing, giving more foot comfort. And, of course, the shoe is leather lined to resist wet weather. It's also stitched with breakproof nylon thread. A pair of shoes like this is a good investment in foot comfort."

You'll get Mr. Jones thinking — and probably buying.

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