

# Pro's Most Important Sale--

# Himself

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\* This article is condensed from a speech made by George Aulbach at the PGA's Dunedin Business School this winter.

AS the typical professional is engaged for the purpose of providing golf service to the members of his club and as his salary is derived largely from the sale of his many services, he definitely must be classified as a specialty salesman selling a personalized service.

Therefore, the club professional should think of himself as a pro-salesman instead of a pro-player. The successful pro first sells himself, then he sells lessons, merchandise, club-cleaning and course improvement ideas to the greens committee. Unless a pro can sell himself he can't sell merchandise or hold a job.

The typical club professional does not get paid to play but to make it a pleasure for members to play. The more he strives to please the members with better service the longer and more profitable his job will be.

## Basically Salesmen

We must regard all club professionals and their assistants as pro salesmen. Making more sales is the only way by which the average club pro can reach a higher income bracket.

Any professional who is not thoroughly alive to the necessity of selling with a capital "S" is heading for a dead stop. On the other hand, the pro who fully recognizes the importance of efficient and aggressive selling usually is doing a good business. The pro who is content to "rest on his oars" and "let well enough alone" will wake up to find the stores getting his business. The pro who continually studies, observes and works with the purpose of improving himself always will be successful.

Every year more amateur golfers enter into our highly competitive professional golf picture as head man or assistant. They should know that they are dealing with

well informed and discriminating buyers. Many of these new pros and assistants come in with the cards stacked against them where they fail, others handle the business as businessmen and become a success. In the final analysis, the best trained pros have all the advantage.

## Timidity A Fatal Fault

I have found that most pros are entirely too timid. Timidity is one of the major reasons why many pros do not get along with their members. A pro may have a number of faults such as conceit, poor judgment or be a braggart, but nothing hurts as much as being backward, shy or timid.

Timidity is entirely unnecessary and can be eliminated. When you come to realize, and you eventually will, that there is nothing whatever about any member you should fear, that there is no reason to be afraid of talking to members, regardless of their positions, then your fear complex will disappear. You will then become a new man with new life in your character. The more you learn about your fellowmen, the more you'll appreciate talking to them and learning their likes and dislikes.

## What Makes A Pro Liked

Club members judge you from what they see and hear. Their impressions are formed by these things:

1. Appearance
2. Expression
3. Actions
4. Interest

Let's go into these matters of being judged a little more:

1. Appearance: You should be well groomed and neat every day.
2. Expression: Always express yourself with a smile.
3. Action: Be alive and alert at all times.
4. Interest: Take a personal interest in every member.

Here are a few of the qualities that

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## A pro can't remain aloof or act superior and win warm friendships — or business

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will make members like you:

Cheerfulness  
Tolerance  
Energy  
Modesty  
Tact  
Sympathy  
Honesty  
Gratitude

You may not have advanced formal education but if you have most of the above merits every member will like you and you will get along with almost everyone you meet.

You must cultivate cheerfulness, alertness and tolerance to make yourself more popular. Every morning when you wake up look in the mirror and smile. It will not be long before you will find yourself habitually and naturally wearing an expression that will make people like you. A cheerful smile sells more merchandise than quality or price.

### Where You Fail

If you do not get along with your members as well as you should it may be due to one or both of the following reasons:

**You do not like people**

**You are afraid of people**

In either case your attitude is caused by the fact that you really do not understand human nature. Everyone likes people who like them. Therefore a pro must like his members, regardless of their faults, if he expects them to like him and buy his merchandise. He must always take the lead in making friends and continue this lead in the development of friendship. It is only natural for a member to react favorably toward his pro after he has received a small favor or helpful advice. Some pros do not make sufficient effort to win the confidence of their members.

After all, members can get along without the pro, but the pro can't get along without the members. A pro can't remain aloof, poker-faced, distant, talk short or express an air of superiority and get warm friendship in return. Nature doesn't work that way.

A smile and a kind word are always the winning combination. It's a combination that in time will melt even the club's worst "sourpuss." If every pro would

change his pet dislikes into likes it would pay dividends.

### Don't Have To Talk Golf

Winning confidence, goodwill and friendship is the first step to more sales. This does not mean that you must always talk golf to accomplish this purpose. For example, most men have other hobbies. It may be hunting, fishing, photography, art collecting, etc. Ask a fellow questions about his hobby, get him talking about it. This appeals to his ego because you are showing you have a personal interest in him. His immediate reaction will be most favorable.

The emotional tendency of most people is to do something better than their fellow man. Every golfer has the urge to excel. This places the professional in a perfect position to sell himself by offering helpful suggestions so members can fulfill emotional desires.

### Call Them by Name

Address your members by name because all men like to hear their name called clearly. There is something that appeals to the ego, something that makes a man feel important when he is called mister in front of other people. It is human for a man to be warm, cordial and friendly toward anyone who calls him mister.

Get into the habit of addressing women members in the same manner. It should be, "Good Morning, Mrs. Smith" as she enters the shop. This gets her attention and gives you the opportunity to ask about her game, showing that you are taking a special interest in her.

When Mrs. Smith enters the shop it is always impressive to say to your assistant, "Get Mrs. Smith's clubs and see that she has a good caddie." Believe it or not, club members love special attention and service. They like to be made to feel they are important. They are entitled to this importance. They pay for it, and generally they pay pretty well. Furthermore, to you, they are the most important people in the world outside your own family. Without these members you wouldn't have your job and opportunities.

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**Get Your Club Behind it!**  
**National Golf Day • June 6**

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