

Look for Sales Producing Ideas in Commandments of Retailing

August and September Don't Have to be Dull Selling Months. This Article Tells You Why.

This is the second and concluding article on the "Commandments of Pro Shop Retailing." The first appeared in July Golfdom, page 28.

By **HERB GRAFFIS**

DO you apply "The Ten Commandments of Mass Retailing to your pro shop business?"

If you do, you are a successful pro businessman. Numerous pros have pointed out that the articles on pro shop merchandising that Jack Hoffman and Johnny Burt had in July *GOLFDOM* (pages 36 and 44) were applications of the first five of "The Ten Commandments of Mass Retailing" presented in the same issue. These "commandments" were compiled after a study National Cash Register Co., Dayton, O. made of successful shop operations.

The second five of these fundamentals of retailing are especially timely because they suggest how to spur pro shop business in August and September.

August and September used to be considered dull months for pro shop business. But that's been changed by smart pros. November and December used to be absolutely dead in pro shops in about three-fourths of the country. But now the Christmas golf gift business in shops all around the country has made November and December two of the big selling months of the year.

Now, instead of believing there's not much that can be done about boosting dog-day sales, pros are checking their operations with the "commandments" of retailing and coming up with sales-producing ideas.

Customer Sells Self

The second five of the "commandments" of retailing have as No. 6: "Expose your customer to the mass appeal of merchandise." This means to have the merchandise displayed so the customer is impelled to examine it. The modern note in store merchandising is to have a maximum of merchandise and a minimum of fixtures and walls seen by the customer.

At most pro shops the customer has to do an important part of the selling himself. That is the way it should be. The customer comes to the course primarily to play golf, not to buy golf goods. Hence the customer must be given every possible opportunity to sell himself . . . or herself . . . by having the goods handy and inviting.

This "commandment" implies that the pro and his assistants are going to have to neatly rearrange merchandise that may be scattered by shoppers. But that is part of the cost of doing business.

Display islands with shelves at several levels expose a lot of merchandise.

You have to have the stock to show. Maybe you'll lose a little by pilferage but you'll make up for this loss by increased sales.

Commandment 7 is: "Give your products a selling role." Take advantage of the good looks of the merchandise, its packaging, its advertising in publications and through mailings, pro shop signs, etc.

Merchandise that is pre-sold to some degree by advertising or attractive packaging and display accounts for more and quicker profits for the pro.

Signs: Too Many To Too Few

Pro shops used to have a lot of wall-cards and other display signs, sometimes to the extent that the shop looked untidy. Attention was attracted to the signs rather than the merchandise. Now there are very few signs in pro shops. Possibly there aren't enough of them to direct buyers' attention to such things as new products, women's clubs or prices.

Price tags do an immense amount of selling in shops. Pros at some wealthy clubs somehow have got the idea that price tags don't go with class selling. But every time a pro at a swanky club has put the price plainly on merchandise he has found that he makes more sales, serves members better, saves time and offends nobody.

Pros sometimes have the opinion that because they know the retail prices of

(Continued on page 82)

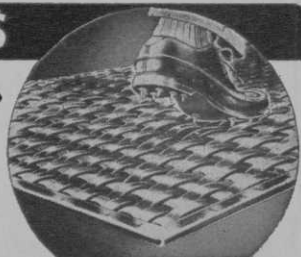
SAVE CLUB HOUSE FLOORS

WITH SPIKE-RESISTANT PNEU-MAT RUNNERS

Protect your floors from spike holes with rugged Pneu-Mat Runners. Absolutely spike-resistant, they provide a comfortable walking surface — improve the appearance of your club house.

Woven of rubber-impregnated fabric, Pneu-Mat Runners are tougher than rubber runners. Reversible for double wear.

Money Back Trial Offer: Order a trial section. Test it on an area which gets especially hard wear. Money back if not satisfied.



STANDARD WIDTHS

20" - 24" - 30"
36" - 42" - 48"

Trial Section

24" x 60"

\$12.50 postpaid

Write today for illustrated folder

SUPERIOR RUBBER MFG. CO., INC. • 145 Woodland Ave., Westwood, N. J.

Commandments of Retailing

(Continued from page 48)

top grades of clubs all their members know these prices. Hence, news of the prices of top quality clubs — and bags — sometimes comes as a shock to members especially women golfers. The shock stops or delays buying. Price tags would get potential buyers accustomed to the figures.

"Give your customers a buying role," is Commandment No. 8. When you do this you enable your customer to sell himself more than you can. Then the pro or his assistant serves best by making sure that the selected merchandise fits the customer.

Tempt the Customer

Numerous pros have had the impression that their shop customers would buy only moderate-priced golf apparel. But when these pros displayed quality goods that wasn't competitive with that which could be bought for a few cents less at down-

town "sales," the pro shop apparel volume increased.

When the customer is started in a buying role in your shop you do more business than when you or your assistants take the center of the stage as salesmen.

Commandment 9: "Allow your salespeople to do more selling at peak periods," brings some lessons from the chain stores to the pro shops.

Peak periods at private club pro shops are Saturday and holiday forenoons, Ladies' Day forenoons, Wednesdays and Sundays around noon. The assistants ought to be in the shop during those periods because the pro probably is on the first tee.

Every private club member, for some reason, expects immediate service when he or she comes into a pro shop. There are sizes to be brought out from stock, sales tickets to be entered, records to be consulted for data on amounts due on blind

AMERICA'S FINEST GOLF PRACTICE NET

made with United States Rubber Company's shock absorbent ENSOLITE

—a tough expanded cellular plastic pad sewed to heavy duck and designed to withstand the terrific impact of high velocity drives. Prevents ball rebound.

- Easy to set up — INSIDE OR OUTSIDE • Back drop 8' wide 9' high • Ensolite pad 4' x 6' • Side nets 8' x 9'\$98.00 F.O.B. Factory
- 8' x 9' back drop and Ensolite Pad, without side nets\$69.50 F.O.B.

Please enclose check, money order or purchase order.



Leading Country Clubs
Use South Bend Golf Practice Nets

SOUTH BEND PRODUCTS SALES

1422½ Mishawaka Ave. South Bend, Indiana

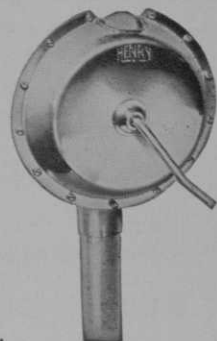
For better and more economical golf ball washing
HENRY Golf Ball WASHER

- Will dress up any course • Dirty water will not splash • Heavy gauge steel • **NEW** improved insert in rubber squeegee • Oil impregnated bearings • No brushes to rot.

A. C. Schendel, Distributor

R.R. 5, Box 92, Waukesha, Wisconsin

Dealers in all principal cities



**BALL
WASHER**

\$14.75

Prices F.O.B.
Waukesha, Wis.

bogey or sweepstakes prizes, charge slips to be made out or cash transactions to be handled.

Keeping Them Happy

The idea is to make every customer feel as though everything is being done for his convenience and with only one — or maybe two assistants — in the shop, it is going to require training, personality and good luck to keep the peak load customers happy.

It all adds up to "Don't keep them waiting." It takes enough time to play 18 holes these days!

Commandment 10 is "Remove the bottlenecks in recording sales." The pro shop sales book and register usually are located conveniently where they can be reached, but when they're not the mistake is costly in time and money.

National Cash Register experts have worked out a simple accounting system for use in the golf shop but it never has been used enough by pros who need its help the most.

Sales recording tied up with an inventory check, accounts payable and receivable information and a reliable re-order signalling system would make operation of many shops less confusing.

The necessity of keeping records for federal income tax and state sales tax purposes has accounted for a marked im-

provement in pro business records and management. However manufacturers often remark that failure of pros to take advantage of cash discounts involves amounts equal to profits on a great many club, ball, bag and apparel sales.

Another loss that pro records ought to prevent is the unnecessary expense of shipments that have to be rushed at extra cost because the pro didn't order in plenty of time to get the merchandise without paying a shipping premium.

**Birds Are Singing Again
in New England**

An article in the July GCSA New England Newsletter states that in May, tees and greens in this state (Mass.) were a sad looking lot, enough to discourage even the most experienced supt. "But," the article continues, "thanks to the diligence, patience and hard work of the turf specialists, the tees and greens are just about back to normal. The wounds and scars from Mother Nature's low blows have almost disappeared. Last week's cool, drizzly weather was all that was needed to restore the turf."

**No Need to Take Inventory!
See Buyers' Service • P. 95**

• Insist on PAR TUBES •

The original golf club protector

LOOK FOR THE NAME ON THE TUBE

- Moisture-proof fibre (regular)Ret. 30¢ ea.
- Plastic—Kralastic — non brittle for longer useRet. 55¢ ea.
- Plastic—High Impact StyreneRet. 35¢ ea.

Packed in display cartons of 42 and 144

Contact Your
Distributor or

PAR TUBE

139 S. Albany Ave.
CHICAGO 12, ILLINOIS

