

times to notify member of new shipments, gift ideas, etc."

Our company will be happy to supply you with a quantity of such cards. By maintaining an up-to-date card file of customers, you'll follow the lead of manufacturers who keep similar records on their pro customers. Our company, for example, has gone to considerable time and expense to revamp its record system so that we may have complete information at our fingertips on every pro who orders from one to ten doz. pairs shoes. It's simply good business practice.

11. "Stock the right merchandise. Nothing sells like the best — and nothing beats having a full range of sizes in the popular styles. For example: 24 shoe sizes should fit over 75 per cent of your customers. You'll make a lot more sales with 24 sizes of just one style than with single sizes in 24 styles. And you'll have lot fewer odds and ends to clean out at season's end."

Concentrate on Majority

A good deal of field research has gone into this statement. And it's just as true today as it was last season when we introduced the highly successful Sell-A-Matic units, the compact self-selling shoe department. Our surveys proved conclusively that over-diversification of stock defeats its own purpose. Instead of selling more merchandise, you sell less. The reason becomes obvious when you study the research findings. If 75 per cent of your members can be accommodated with a smaller, more manageable assortment, it's sheer folly to increase your stock by upwards of 50 per cent simply to serve 25 per cent of your membership. It's far more practical to concentrate on the overwhelming majority and serve the minority group with special orders from the supplier.

12. "Hold a little something in reserve. Keep a few sets of clubs in the back of your shop, out of sight. Then bring them out as something special — the club that's 'really right' for a particular player's game — rather than just another set from your regular display."

This is selling psychology at its most effective level. Next time you're in a quality haberdashery store, watch for the salesman who comes up with something "special" from the stock room, for the hard-to-please customer. Call it personalized selling! This special treatment is a legitimate sales tactic that invariably gives the customer a sense of importance and well-being and usually makes him a cash

PGA Schedule

- Jan. 2-5—L.A. Open, Rancho GC, Los Angeles
9-12—Tijuana (Mex.) Open, Caliente CC
15-18—Bing Crosby Inv., Pebble Beach, Monterey, Cypress Point, Del Monte
22-25—Thunderbird Inv., Palm Springs
26-27—Eldorado Pro-Am, Palm Desert
29-Feb. 1—San Diego Open, Mission Valley CC
29-Feb. 1—Panama Open
Feb. 5-8—Phoenix Open, Arizona CC
5-8—Valencia (Venezuela) Open
12-15—Tucson Open, El Rio CC
12-15—Puerto Rico Open, Berwind CC, San Juan
19-22—Texas Open, Brackenridge Park, San Antonio
19-22—Jamaica Open, Caymanas GC, Kingston
Feb. 26-Mar. 1—Baton Rouge Open
Mar. 5-8—Greater New Orleans Open, City Park GC
12-15—Pensacola Open, Pensacola CC
19-22—St. Petersburg Open, Lakewood G & CC
24-25—Seminole Pro Am, Seminole CC, Palm Beach
Apr. 2-5—Masters, Augusta National
9-12—Greater Greensboro Open, Star-Mount Forest CC
16-19—Houston Classic, Memorial Park GC
23-26—Lafayette (La.) Open, Oakbourne CC
23-26—Tournament of Champions, Desert Inn, Las Vegas
30-May 3—Colonial National Inv., Colonial CC, Ft. Worth

customer.

13. "Get rid of merchandise that doesn't sell. The longer you keep it the greater the mark-down you'll have to take to make it sell. Meanwhile, you tie up valuable space and money that should be working for you."

You Can't Blast Out

Have you ever been exasperated when a pupil stubbornly insists on trying to blast out of an impossible lie? He loses six or seven strokes rather than take the penalty at the start. It's a good illustration of what we mean by marking down merchandise (taking your penalty) at the right time. Irrational stubbornness might make sense if you're climbing Mt. Everest but on the course or in the shop it's expensive.

14. "Don't concentrate entirely on clubs and bags or even shoes. You carry lots of other merchandise that can add up to big sales and profits for you. Display it all. Remember, people seldom buy what they don't see. Every little sale adds to your total profit."

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