

- Layout & Display
- Sales Personnel
- A Buying Program

Your Pro Shop...

It Can Always Be Improved

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As a golf sales mgr. I have visited many pro shops throughout the country. In my travels I have seen some very fine golf shops which are keeping pace with the times. I have also visited some very poor ones. It is my desire to pass on to you some ideas for improvement in your operation which, in turn, should give you more profits.

In my estimation there are three areas in the merchandising picture where many of you may improve your operations and thus boost sales and profits:

1. Pro shop layout and display of merchandise
2. Sales personnel
3. The importance of buying.

Pro Shop Layout and Display

Jack Hoffman's shop (see page 36) at the Hillcrest CC in Mt. Clemens, Mich., is beautifully laid out, using open displays for practically all merchandise that is highlighted above the stock shelves along the walls of the shop. It makes excellent use of peg board in good taste.

Your golf shop may not look like this, but there is always the opportunity to improve and much can be gained from studying this shop as it makes excellent use of the art of display and layout. First of all, it has atmosphere. Atmosphere is created by lighting, proper use of display fixtures and their arrangement, wall to wall carpeting and perhaps by the use of a few pieces of comfortable furniture.

The principal aim is to create an atmosphere which will be conducive to doing a fine business. If your shop is cluttered with merchandise or if you are not making use of the latest methods of display, then now is the time to do something about it!

Here are a few ideas on pro shop layout. First of all, many pros seem to allot

This is the first of two articles. The second will appear in August GOLFDOM.

too much space for club display. A picture of a golf club display area in our showroom in Florida is shown. It gives enough space for a good selection of woods and irons of different makes such as you are required to handle. Below it you could easily show a fine selection of bags as well as utility clubs and putters. You might even decide to have a carpet such as we use for a putting green. This helps to sell many putters.

Some pros always seem to have a special set of clubs for a particular customer in the stock room. Always having something special and not just a set of clubs off

**Photos of Ernie Sabayrac's Model Shop
Appear on page 48**

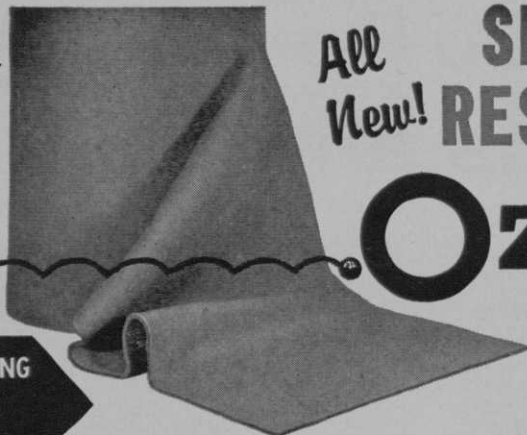
the shelf gives the member a feeling that the pro is fitting him properly. This is good sales psychology. Then, too, by having an attractive display of clubs such as this and not an over-abundance, much more space can be devoted to the display and stocking of other merchandise.

Shoe Business

Many pros have found that they have doubled, and even tripled, their golf shoe business by investing in a properly balanced stock. It is true, of course, that many times, even with a good stock, you may have to order shoes for the customer. But if you insist upon trying to do a golf shoe business by merely showing a few samples you don't realize how many sales you miss.

A member often gets the idea that you are not in the shoe business unless he sees a stock of them in your shop. He knows you are in the club business. Many times a member will say to himself: "I need a pair of shoes, but the pro has only four or five samples to show me and nothing in my size that I can even try on. If I mention that I'm in the market for a pair of shoes, I will have to wait until he orders them and then I'm not sure they will fit. I guess I'll just wait until I'm over playing

(Continued on page 70)



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Always Room for Improvement

(Continued from page 44)

at my friend's club as his pro does carry a stock of shoes."

Some professionals make the mistake of showing only a few samples even when they have a good stock of shoes on hand, keeping the bulk in the back room. This is a mistake. The member knows you are able to take care of him on clubs as you have proved this over the years. But he does not feel the same way about shoes as carrying a stock of them hasn't been prevalent until fairly recently.

Sportswear Big Seller

Sportswear is becoming big business. Yet many pros miss the boat by not having a good selection, properly displayed and stocked. There is just no substitute for having a wide selection in sizes and colors of the sportswear you are selling. This goes for golf jackets as well as knit shirts, cut and sewn shirts, women's blouses, Bermuda shorts, slacks, sweaters, hats, caps and socks. All of these items should be displayed.

The use of display shoulders, forms, mannequins, T-stands, hat trees, etc., tends to increase the sale of merchandise and helps create the atmosphere of the fine

store. Remember, the "pros" in the sportswear business are owners of the fine shops in town. They have been in this business a long time and have learned through experience and trial and error most of the answers. Keep your eyes open next time you are in town. Note how the fine stores arrange and display their sportswear.

Showcase Has Advantages

Many pros say that the day of the showcase is gone. They have found other ways of displaying balls, gloves, tees, etc. I personally feel, however, that although some pros have eliminated the showcase, golf balls particularly can be shown most invitingly in this manner. I advocate showing a good quantity of every make that you handle. One pro I know takes balls out of the boxes and pyramids them in his show-case. He shows three or more doz. of each brand he carries in stock. You must admit that any time you see a good selection of merchandise, you are more prone to buy something. Golf balls are no different!

(To be concluded in August)

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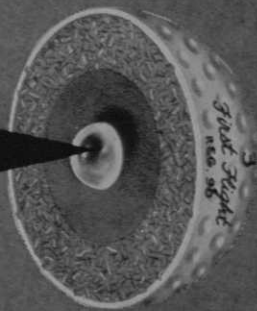
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