

Lost Sales-

Your Members Aren't Guilty of Non-Support; Look To Your Own Shortcomings

By **GEORGE AULBACH**

Professional, Lufkin (Tex.) CC

THERE are eight major reasons for lost sales in the pro shop. According to importance, they probably should be listed in this order:

1. Lack of interest, or lack of effort on the part of the professional and his assistants to definitely convince the members that they are interested in trying to help them with their problems.
2. Shortage of merchandise or failure to carry desired brands.
3. Shop ill-kept, showcases dirty, floor unswept and stock dusty.
4. Poor arrangement of stock; inability to find what a member wants when he wants it.
5. Trying to sell a member a substitute for the brand he requested.
6. Making fun of a member for asking for an item that the shop does not stock.
7. Lack of interest in members' conversations when they are talking about their games.
8. Prices above standard.

Cry-Babies Don't Sell

Do you talk too much? If you do, it will cost you sales.

The pro who members can't stand is the "crying type". That is, the kind who is always crying because the members do not buy enough. This pro fails to realize that his whining attitude is one members don't like to put up with.

The moment a pro mentions the name of an individual as being "cheap" it will not be long before it reaches the ears of the man thus labeled. That usually is the beginning of the end. Talking too much has cost many a pro a good job.

Someone once said, "Never tell your best friend that which you would not tell your worst enemy, for next week your best friend may be your worst enemy".

If members do not buy, the use of any kind of forceful tactics or talking about them will not help the situation. In fact, this only leads to more lost sales. If the members do not buy it could be that the pro has fallen down on the job of selling himself or selling the value of his merchandise.

Crying about your job or condemning all who do not buy is not the proper approach to the problem of low sales volume. Such an attitude only makes the members lose confidence in their professional. Pros and assistants should carefully check their own attitudes toward their members and their jobs before they say anything that may put them in an unfavorable position.

If you do not like your members, the members will soon learn your feeling and you will do very little business under such a condition. If you really do not like your job, you should resign at once. Don't stay on the job and gripe about it. This attitude is an injustice to the club, the members and yourself. The sooner you get away from such a situation, the better it will be for all concerned.

"Thank You" Promotes Sales

Do you say, "thank you," after each sale? It will help you hold your customers. All large firms have found out that "thank you" definitely builds both friendship and business. The "thank you" should be a must in every pro shop, regardless of the size of the purchase. When sales people do not say "thank you" many customers feel their purchase was not appreciated and this frequently leads to lost sales.

It only takes a split second to say "thank you", the powerful dividend paying habit. I appreciate anyone who thanks me for my business and I believe most business men feel the same.

To most members the sales appeal of the pro shop is largely determined by the personality of the professional and his assistants, and their sincere willingness to be helpful.

Sales Poisons in Personalities

Here are 10 personality traits that members dislike and that lead to lost sales:

1. Complaining, unpleasantness, frowning.
2. Acting for temporary advantage.
3. Indifference, cutting members short, curtness.
4. Slouchiness, carelessness, lack of order.
5. Pessimistic talk, expression of hopelessness.
6. Greed, intolerance of others opinions.
7. Noisy, blowing your top, lack of control.
8. Bragging, playing up your importance as a player.

This article is condensed from a speech made by George Aulbach at the 1959 PGA Business School.



Gene Sarazen (left) and Willie Goggin were re-playing some of the old tournaments when this picture was taken at the Los Altos (Calif.) GC during a recent pro-writers tourney. Goggin lost to Sarazen in the final of the 1933 PGA Championship, but he got some measure of revenge a few months ago by taking the PGA Senior title away from Gene.

9. Stiff, unyielding on matters of small concern.

10. Having your way, little cooperation and no compromise.

Beating the Cut-Price Competition

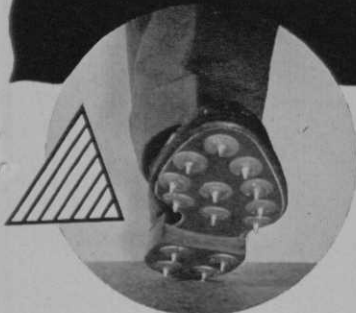
Now, let's look into cut-price competition. Some pros become infuriated when they learn of cut-price store competition. They blow off steam for days and get themselves in such a mental condition that they say and do things they are sorry for later. Sometimes they even call the store manager and threaten reprisal sales.

No one likes unfair competition. But competition is the spice of life and it would be a dull world if none existed. It's just part of business. It's our daily lives and the pro shop is no exception. Holding a bitter feeling toward anyone is not going to correct the situation because it only gets your mind off your own business and reduces your own sales efficiency. The best way to handle this situation is to ignore it completely unless some member brings the matter to your attention and you must give an answer.

Then you probably can say in perfect truth: "From time to time we have seen newspaper ads offering golfing equipment at bargain prices. We have checked many of these ads and found, in most instances, that the merchandise was discontinued, obsolete, shopworn or a factory close-out. Much of the cut-price merchandise was especially made to be sold at bargain prices under an extra high mark-up retail

(Continued on page 95)

HUNDREDS OF CLUBS USE— HEAVY DUTY RIPPLE-TONE and TWEED TILE FLOORING—



in their locker rooms, halls and corridors because it has proven through years of service to be the one floor that —

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Write for free sample piece, literature, prices and names of clubs in your area which have it.

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products, your golfers are going to become so disgruntled that before long they'll start patronizing stores where they can get merchandise on the spot.

Why Sales Are Lost

(Continued from page 26)

price. This unfair advertising is misleading and tricky and many golfers have been lured into getting caught."

Impress your members with the fact that it is the pro's duty to protect his members from buying inferior merchandise.

Countering Cut-Price Competition

Another way to meet low price competition is to have a set of inexpensive clubs prominently displayed with a large price tag. It will not be long before interested bargain hunters will be asking questions about it. You have then "spotted" your bargain prospect and have an opening for a sales talk.

Whether pros like it or not, stores must be considered another legitimate outlet for golfing merchandise. They usually attract bargain hunters who will not pay regular prices or the beginner who does

not know the value of trading with a pro. This type of business will always exist, so why worry about it? If a pro can get 75 to 80% of all the business in his club, then he is doing about as well as he can expect.

Who The Member Is

The most important man in your life is your member because he looks to you for service, and you look to him to set the standard of your income.

A member

— is not a drinking, playing or gambling partner.

A member

— is not someone to fuss, fight and argue with.

A member

— is not a bother. It is always a pleasure to serve him.

A member

— is not a chronic kicker. His feelings and desires must be served.

A member

— is not dependent upon us. We are dependent upon him.

A member

— is a fellow who brings his golfing

Rental Customers Want These Carts

Rugged — Durable — Minimum Maintenance

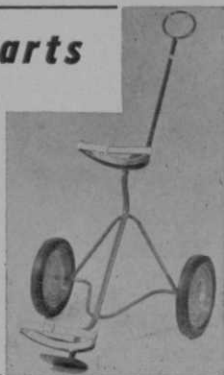
Pro designed — Floats like a feather — Comfortable Ring Grip — Removable Handle — Effortless handling. 12" ball bearing wheels—24" tread—weight 15 lbs. Brazed steel tubing — Baked Red Enamel.

\$16.00 each in multiples of 4, (4 to a carton) FOB Little Falls, N. Y.

5% discount—cash with order. 2% 10 days—net 30 days.

ALBERT H. BOSBACH

R. D. 2 — Altamont, N. Y.



5



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Cap is made of alloy steel cadmium plated button head Allen type screw for positive locking with furnished lock washer.

Body is of molded fiberglass reinforced polyester material. Will not deteriorate in any climate. Available in white with red stripes. Other colors available upon request. Seven or eight foot lengths.

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and cadmium
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H. D. CAMPBELL CO. (Est. 1920) Farm Products Div., 230 Campbell Bldg., Rochelle, Ill.

FORMULATIONS

LIQUID

GREEN

GR-O

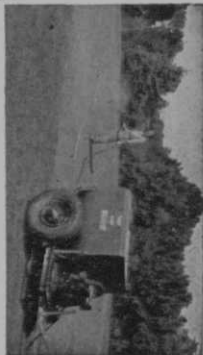
CAMPBELL'S

FASTER WITH

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Now . . . lawns, flowers, shrubbery, fairways, golf greens can be greener, healthier, harder all summer with regular applications of Campbell's GR-O-GREEN. Goes to work instantly . . . feeds the plant not the soil. Easy to apply with any conventional sprayer. Saves work, time, and money on maintenance. "A little does so much." Apply weed killers, insecticides, fertilizers all in one operation. In 5, 30, and 55 gal. containers.



H. D. CAMPBELL CO.

problems to us. It is our job to make him happy.

A member

— is the life of our business. Without him we have no job.

Very few sales are lost when a pro is enthusiastic about his work and what he is selling. Enthusiasm is generated from within, from surroundings and from the pro's own outlook. I have seen many pros on small nine hole jobs more enthusiastic about their work than others on large 18 hole jobs. Most men are what they think they are; they must be happy to be enthusiastic. If you think you are whipped, a failure or disappointed because you do not have a better job this will be reflected in your daily work. If you are enthusiastic about your work, optimistic about the future, success will soon be in your hands. There has never been a successful man on any job without a great deal of enthusiasm for his work. The pro is no exception.

The 1959 Rutgers Turfgrass Field Day will be held Aug. 6 in New Brunswick, N. J., according to an announcement by Ralph E. Engel of the research dept.

More than \$150,000 in prize money is being offered by sponsors of the PGA fall tournaments. Biggest of these will be the Golden Gate Championship, to be played at San Francisco late in Sept. Prize money in this event will total \$40,000. No October dates are scheduled and the tourists will resume work, Nov. 7-8, with the Ryder Cup matches in Palm Desert, Calif.

Wilson Promotion Director

Joseph P. Wolfe has been named Golf Promotion dir. of Wilson Sporting Goods Co., according to a recent announcement by William P. Holmes, pres. In this important post, Wolfe succeeds L. G. (Plug) Osborne, previously named manager of Wilson's newly formed Atlanta sales division office.



Wolfe

One of the foremost golf club design men in America, Wolfe has been serving for many years as supt. of the Wilson Chicago club factory. Thoroughly experienced in all manufacturing processes and techniques and enjoying a widespread acquaintanceship with top pro golfers and outstanding amateurs throughout the U. S., Wolfe is particularly well adapted to his new position. He has been a Wilson employee since 1937. Wolfe's successor as supt. is Arthur J. Lezatte.