

Don't Hide It When Sale Is On

Keep Appointment Book Out

How To Win Repeat Business

Avoid Saying, 'I'll Order It'

Tommy Lo Presti, pro at Haggin Oaks GC, a 27-hole municipal course in Sacramento, Calif., points out that at a public course, at least, it doesn't do much good to run a sale and keep the merchandise that is on sale in a case or behind the counter.

"The sale stock should be out on tables where the golfers can pick it up and examine it and not have to ask the shop attendant where it can be found," says Lo Presti.

At the end of last season, Lo Presti put 200 bags, in all price ranges, on sale. They were displayed on two huge tables in the center of the shop and each bag was tagged with the sale price printed in large numerals. When a sale of golf balls was held, they were stacked in pyramid style like oranges and LoPresti noted that they moved faster for having been brought out in the open and not kept in a case.

A close-out on shoes was handled in the same fashion with several dozen pair being displayed at one time on service tables, also located in the center of the shop. One thing a pro should always keep in mind, says LoPresti, is that when a hard-to-fit golfer finds a pair of shoes that is satisfactory that is the time to sell him an extra pair.

Arthur Clark, who has been a pro for 23 years and, since 1957, has been the headmaster at Asheville (N. C.) CC, makes it a point to keep his Lesson Appointment book on the counter of the case in which balls are displayed. Most of his members know where it is located. When they want to sign for a lesson they only have to open it and jot down a request that a certain time be set aside for them.

Clark tries to space his lessons so that as many members as possible can come into the shop immediately after they have played 9 or 18 holes and engage his services. The theory is that the member often

is disgusted with his game after playing and wants to get it straightened out as quickly as possible. This idea of getting them while they are hot, or at least irritated, has resulted in Clark giving his members an average of about 100 lessons a month since he has been at Asheville.

Give a woman golfer free instruction and you've got a repeat customer for a long time, is the reasoning behind the lesson schedule Paul Kuehnoel carries out at the Lakeway GC and Range in Bellingham, Wash.

Every Tuesday at the course and range is Ladies Day. Beginning women golfers are assured of free instruction, a fact that is widely advertised around Bellingham.

The response has been much greater than Kuehnoel originally bargained for. Tuesday after Tuesday the turnout has been greater than it was the week before. And, as far as the Bellingham pro can tell, more than 60 per cent of the women who show up on Tuesday aren't just coming out to merely do some free lesson loading. They come back for further instruction. At the same time, they are proving to be good customers for balls, clubs and sportswear.

Very few pro shops are well enough financed to keep every offbeat article that passes for golf merchandise in stock. But that doesn't mean that sufficient basic and quality merchandise shouldn't be on hand at all times, says Bob Gajda, pro at Forest Lake CC, Bloomfield Hills, Mich.

The thinking behind this, Gajda declares, is that no pro should be put in the position very often where he has to say "I'll order it for you," when the customer asks for such basic items as shirts, jackets, gloves, sweaters, caps, socks, trousers, shorts, etc. Perhaps an exception should be made for golf shoes because, despite some ingenious planning by manufacturers

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Pro Merchandising Hints

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to keep pros stocked with shoes to fit every size and shape of foot, there are always feet that can't be fitted except through special orders.

Too many pros, Gajda says, buy their merchandise with an eye only to the traditional stocking of playing equipment. They haven't yet come to the realization that a pro shop is really a variety shop and that sportswear and even some clothing staples are the merchandise that keeps the pro in business.

At any rate, Bob continues, every effort should be made to cut down on that tired old phrase, "I'll order it for you." You may eventually get the articles and not make the sale because the customer may have cooled off in the week or ten days that it took to get it. But even worse, if your shop gets the reputation of having to "special order" too many regular line



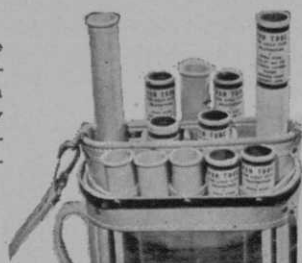
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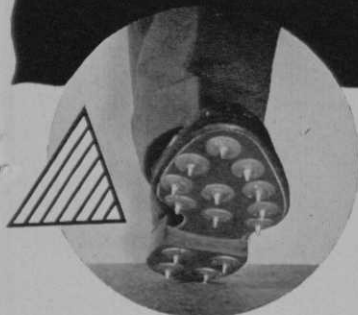
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products, your golfers are going to become so disgruntled that before long they'll start patronizing stores where they can get merchandise on the spot.

Why Sales Are Lost

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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 your 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

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