

**What, in your estimation, are the best pro shop selling ideas you have seen in the last year or so?**

**(Asked of Golf Sales Reps)**



## What's Your Opinion ?

**Al Robbins, Evanston, Ill.** — One pro who I visit uses a streamer with the words "New Merchandise" printed on it to call attention to new stock that is brought in. The lettering is in white, is about two inches high and the background is red. The streamer is not too obtrusive, yet it does a very good job of stopping the golfer in his tracks long enough to make him take a look at the new stock. The pro displays the streamer for no more than four or five days at a time and is careful not to bring it out too often. He says that it has given quite a boost to his business.

**Maurie Harris, Orchard Lake, Mich.** — One pro in my territory started a "golf ball club" about three years ago and it proved so successful that he enlarged it to cover all kinds of merchandise, although still using the original title for his club. It works like this: He distributes numbered booklets to his players who can drop a ticket from the book, along with a dollar bill, into a hamper that is provided for this purpose. Tickets and money are collected every evening and the golfer is credited with the deposit. When he has accumulated say five dollars or so he can apply the credit toward a purchase of some kind. Some fellows let their deposits ride for a while and accumulate enough to buy fairly costly items. The pro says he originally started the idea to make the purchase of golf balls painless for his players. It became so popular that he had no choice but to expand it to take in all other items in his shop.

**Ralph L. Kolle, San Francisco** — One of the pros who I call on reverses the usual procedure and gives a Tom & Jerry party for his members in the pro shop. It, of course, comes shortly before Christmas. Invitations are mailed to all the club golfers so that everyone is formally notified that the party is going to be held. Because the shop won't accommodate more than 20 or 30 persons at a time, the party usually goes on for four or five hours. The pro and his assistants don't try to actively sell, but the Christmas merchandise is fully displayed and, of course, orders are taken. The cost of putting on the party is not unreasonable and the pro certainly has profited in the two years that he has held it.

**Elia F. Pottrell, Hillsborough, Calif.** — This doesn't necessarily come under the heading of new or unusual ideas because personalized selling is one of the oldest standbys in the book. I have one pro who is a master at it, and it's too bad that a lot of other pros can't see him in action. The fellow isn't syrupy in his approach, doesn't try to be too smooth, but he can put more into an attempted sale than anyone I've ever seen. I think he does it by being natural, by selling even a sack of tees as though it is netting him a substantial profit, and most important, by leaving every customer convinced that what he has purchased has been a good buy. I've watched this fellow long enough to come to the conclusion that everyone in sales work should occasionally take stock of how personalized his selling approach is.