

# Bright Displays Will Never Match The Good Sell

*Exotic lighting doesn't mean  
a thing if you aren't moving  
merchandise across the counter*

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There is so much emphasis these days on new or refurbished pro shops that you can't help but wonder if all isn't "show" and if the accent isn't being taken off of "sell."

The exotic lighting, exciting displays and tasteful use of wall space and merchandising islands, seen so often in GOLFDOM features, are wonderful, but if the pro and his staff don't know how to move that goods across the counter to the golfer, then maybe the interior decorator is the only one who is benefiting from these new shops.

In the off-season I work in the retail sales field. Until I started doing this a few years ago, I thought I was a pretty fair merchandiser. But soon after I took the outside job I realized there were a few things that I still had to learn.

For one thing, the retail stores don't spread themselves thin as so many of us in the pro merchandising business do. They concentrate on two and never more than three brands. In contrast, the pro is liable to carry as many as five or six lines of shirts, perhaps five different kinds of shoes, as many brands of slacks, and so on. By ordering various items from a half dozen houses he probably loses any chance he may have of getting any kind of a discount for volume buying, and certainly since he can order only so few items from so many firms he isn't ending up on any of their preferred customer lists. What's more, in doing this, he may be overinvesting his funds simply because he feels that he has to give an order to every salesman who comes along.

To top it off, he is acquainted with so

many brands of merchandise, but actually knows so little about each, that he can't sell any of them convincingly.

To sell effectively, you have to know your products as intimately as you know your customers.

You undoubtedly have seen for yourself how this works. If a customer asks you a slightly involved question about a brand of shoes you handle and you can't give him an intelligent answer because you are only vaguely familiar with the shoes and don't know all their features, then you are going to lose his confidence. And, human nature working the way it does, he probably is going to wonder if you know very much about the other kinds of merchandise you handle.

## Follow Up The Lead

All of us, of course, are well aware of the selling power of the open shelf or table display. The idea is to get the customer to pick up the merchandise and sell himself through the feel of it. But what if he puts it back on the shelf? The alert salesman is going to suggest that he take the item outside and look at it in the sunlight. If it's a sweater, for instance, the color may be dazzling in the natural light where it may have been rather dull inside. The salesman is going to accompany the customer outside, too, and make a point of emphasizing this. It isn't uncommon to see them do this in the outside retail field.

Golf clubs should be sold the same way. In my book it is altogether wrong to say to a golfer, "Take it outside and swing it and see how it feels." The idea is that you go along with him. Then, you don't sell the club, you sell the feel. What's wrong with saying, "Mr. Jones, don't you think you could get 10 yards more with that driver?" Talk about his grip and his swing and offer any suggestion that you may think will improve either. Study him closely all the time to see how he is reacting to the new club. In most cases, it's going to feel better than his old driver just because it is new. Furthermore, he wouldn't have brought it out after picking over the other clubs in the rack if it hadn't felt pretty good.

## May Bring It Back

The very fact that you have a person trying out a club or a set of them is working in your favor. Be smart enough to follow up this advantage. If, say, you don't go outside with the prospective buyer when he is testing a club, you're giving

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# NEW AutoMAC CHARGER prolongs golf car battery life..



GOLF  
CAR  
BATTERY  
CHARGER

Keep golf cars running more profitably with the new improved AutoMAC. It's the two-rate charger that prolongs battery life because it is built to conform to the battery manufacturers' own requirements for proper charging.

AutoMAC's new *transistorized* charging control switches the charging current from high rate to the correct finishing rate when required by the battery. When the charge is completed the timer automatically shuts the unit off. This fully-automatic operation saves you time and protects batteries from over-charging.

In addition, the AutoMAC's non-aging *silicon rectifier* insures longer charger life and provides higher efficiency.

For complete information on how to increase battery life through more efficient charging, write for Model 400 and 500 literature today. Bul. BC-31.



## Motor Appliance Corporation

5737 West Park Ave. • St. Louis 10, Mo. • MI 7-1138

### Bright Displays vs. Good Sell

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him the chance to bring it back into the shop and say, "I guess I'll let it go for a while. My old driver still feels pretty good."

After it's apparent a person is favorably impressed with a thing, that is the time to start talking price. Discreet prodding usually brings out how much money a golfer is prepared to spend. When you tell him the price, don't say, "That club will cost you so many dollars." Rather, say, "I'll let you have that club for so many dollars." The latter way of putting it gives the impression that you may be making some kind of a concession and people, being what they are, usually are on the lookout for concessions.

After you have made a sale, don't forget to ask the person, within a week or two, how the new clubs or the new shoes feel. If you've sold a sweater, mention that you think it looks good on the person who bought it. It pays to have a retentive memory for such things and not to be above passing out compliments.

After you have made a sale, don't forget the word get around that "Jack McGill bought a set of clubs from you." If they've

brought about an improvement in his game, make sure that that gets around, too. When that happens, Jack will feel so good that he will be advising everyone around the club to buy a set of "Pluperfect Irons" when they ask him how he likes the new clubs. Fellows like McGill can be the best advertising outlets you have.

Speaking of advertising, there are many different ways you can do it at a club. The leaflets that are enclosed with the monthly bills, space in the club newspaper or magazine, etc., of course, are familiar to all pros. But go beyond these things. Look for new ways and methods of advertising and promoting the pro shop. Play up your merchandise and specials in conjunction with National Golf Week and your big club tournaments. What's wrong with moving your merchandise into a tent near the first tee when important club events are being staged? Something like this has a special look even if it is the same merchandise you have been displaying in the shop. What's more it gives you exposure to people who ordinarily don't come into the shop very often.

I have been quite successful in what might be termed cross-advertising. When

# Easier maintenance from tee to green!

## SOD-MASTER *Bantam*

The Sod-Master "Bantam" and "Pow-R-Edger" are built with the same care and precision that have made the Sod-Master "Professional" sod cutter the standard of quality.



The new, compact size sod cutter that will make turf maintenance easier and more economical. The "Bantam" contains many proven features of the Sod-Master "Professional" cutter. Economically priced and quality built.

*Another "first"*

### SOD-MASTER Pow-R-Edger

The first new concept (Patent Pending) in a power edger. The Sod-Master "Pow-R-Edger" is safe (no rotating blade), fast and does a *clean* job. It removes the sod edge in a strip that is easily gathered up. For sand traps, walks, driveways, flower beds, trees, etc.

Write for complete details

## SOD-MASTER CO.

3456 NO. WASHINGTON, MINNEAPOLIS, MINN.

I run a men's special, I make sure that notice of what is being offered is posted where the women can see it. With women's specials, I do the same thing so that the men will see the advertising. Women, of course, are more responsive to this because if they don't buy merchandise that is on sale, they at least tell their husbands about it. And, quite a few men, surprisingly enough, will make purchases for their wives if an ad reminds them to do so.

### Glaring Oversight

The biggest oversight that pros are guilty of is not preparing that ad that should appear in the club newspaper or on the bulletin boards at the end of the season thanking members for their patronage. It's one of those things that if it isn't seen, won't be missed. But when it is seen, you can bet the last ball in the display case that it is appreciated. A gesture such as this helps business.

As I mentioned earlier, nothing gives a fellow a lift like a newly built or decorated pro shop. But too much reliance shouldn't be placed in that intriguing indirect lighting. A fellow in our business should depend a great deal more on the direct sell.

### Job Analysis Can Cut Waste

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week) was our only worry, we'd hire 18 men, give them each a mower and be through with the job in 45 minutes. Then we would face the problem of keeping these men productively occupied for the rest of the day without interfering with the players. This gets us around to the realistic point of how many men we require and the timing and assignment of their duties. For a better insight into the problem, let me tell you what our basic work unit of men is at Bob O'Link. We strive for top quality turf, we have no women to contend with and we have adequate equipment. Most of our play is in the afternoon. In our normal daily operation four men mow greens in the morning. These same men often rake traps in the afternoon. One man continuously mows rough. One man mows tees, one changes cups, tee towels and markers, one man mows green banks and tee banks, two men mow fairways or repair equipment or spray chemicals, and one or two men work nights on irrigation. About 6 of 12 men are engaged all day in basic work and the remainder are available for half the day for the other 1001 jobs need-