

# On the Professional Side

## A Way with Women

During a bull session at Dunedin, a Midwestern pro stated that he is reasonably sure that the women at his club buy from him at least 90 per cent of the golf merchandise they purchase. Here are some reasons he gave for their continued patronage:

He is always at the club on Ladies Day.

He gives the women numerous prizes. They don't cost much and they are appreciated.

He works closely with various women's committees.

He conducts quite a few lesson classes for women players.

He tries to be a walking dictionary so far as subjects pertaining to golf are concerned.

All of his merchandise bears price tags.

He calls attention to "specials" through the use of signs. When a supermarket near the club put on a sale of cut price balls, the pro retaliated by running a special on repaints. He displayed them in large glass bowls at 29, 39 and 69 cents, and also displayed a sign that read: "Lower Prices on Better Balls Than You Can Get Anywhere Else." His sales of repaints and new balls increased thereafter because, he believes, he didn't give his players a chance to go outside the shop and pick up bargains.

He runs a special on open-stock woods and irons, guaranteeing to match them with fill-in woods or irons if the latter are purchased within two years of the original purchase. This is particularly enticing to new members, according to the Midwestern pro. More important, it gets them in the habit of buying from him and not going outside to make their purchases.



## Catalog Ordering

Al Robbins, who takes in several Midwestern states on his sales beat (slacks, shirts, shorts — in fact, almost anything you can think of) is of the opinion that pros worry unduly about their golf shoe inventory. "We can't afford to stock enough sizes to take care of everyone," is the common complaint. Robbins agrees with this 100 per cent, but he thinks there is a way to beat it. "Why not," he asks, "handle the situation like they do in a wallpaper store? Display catalogs from all the leading shoe manufacturers on a table in the shoe department. Let the golfer, who can't be fitted from the shop stock, make his selection from the catalogs so that the pair he chooses can be ordered. Pros will find that the shoe manufacturers will go all out in speedily filling these orders."

Robbins doesn't necessarily feel that pro shops can dispense with their shoe inventories. Most of them wouldn't want to anyway because standard sizes will fit about 70 per cent of the people who buy shoes, and sales can thus be made on the spot. The catalog idea is directed at the 30 per cent who are hard to fit.

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"The number of assistant pros who aren't let in on what goes on around a shop is amazing," Robbins continues. "This is especially true in the buying end of the business. I'm not the only salesman who will tell you that, either. It's hardly necessary to mention the confusion caused by this head-in-the-trap outlook. If a pro" concludes Al, "has enough confidence in a man to hire him he should certainly want him to know everything about one of the most important phases of his business."