

# On the Professional Side



## *How the manufacturer can help the pro*

I'd like to see the sportswear people go to a little more trouble in describing their articles, especially so far as material is concerned. Many pros are at a loss in trying to tell their customers just what kind of material or materials are in a shirt or a pair of slacks. I'd also like to see shirts, slacks, etc. bearing retail price tags when they come from the supplier. If we want to sell at the suggested price, the tag remains intact; otherwise we change it.

As for bags and clubs, I'd like to see the manufacturers supply small metal tags that can be attached to these articles when they are displayed. Each tag would bear the name of the manufacturer and allow room for chalking in the price of the item. The reason for this is that clubs many times are displayed on pegboard and it is difficult for the prospective purchaser to identify them. The same thing applies to bags that may be displayed on the top of racks or cabinets. **Tod Meneffee**, San Antonio (Tex.) CC.

I object to manufacturers back ordering without our permission, or without notifying us that they are doing so. It is easy to see the trouble it can cause the pro. An order for a pair of slacks may be back ordered, and then delivered several weeks later. Meanwhile, the customer has cancelled because of the delay. When the goods comes in, the pro may or may not be able to get rid of it. If he sends it back he is stuck for the parcel post, insurance and possibly special handling charges. A letter or postal card should be sent by

the manufacturer asking for an okay to back order any merchandise that can't be supplied within a week or 10 days. **Paul Bell**, Naples (Fla.) Golf & Beach Club.

Special orders that are delayed, sometimes ignored, hurt the pro's business more than anything else. I have had orders floating around for weeks at a time without getting satisfaction as to whether they have been received, or are going to be filled. It's rather difficult to explain this to one of your best customers. You may show him a copy of your requisition to the manufacturer only one time. The second time you bring it out, he may say: "I don't doubt that you mailed it in — but that isn't getting me the article I ordered." In the next breath, he may add: "As far as I am concerned, you can cancel the order." The latter remark often punctuates the conversation after a special order has gone unfilled for four or five weeks.

The profit that we lose when such an order is cancelled isn't going to cause any of us great financial strain. What hurts is that what may be an old and steady customer possibly is going to be alienated by such treatment. We can't afford to run the risk of losing his confidence — and certainly not his patronage.

If special orders were immediately acknowledged, or if a note saying that they can't be filled were sent out without delay by the manufacturer, the pro would have something to show his customer that would at least appease him. **Don Clarkson**, Glen Echo CC, Normandy, Mo.