

Merry Christmas

Use the Catalog for Gift Selling!

Sunset's Jim Fogertey Describes His Plan

The professional's most pressing problem at the moment may be in getting set up for the annual club championship or seeing that all his players are treated fairly and impartially where starting times are involved. Christmas, as far as he is concerned, may be as long as two or three years away.

Only, it is going to come around in a hurry. Stop and count the actual shopping days between now and Dec. 25th and you'll be surprised at how few there are.

When you start getting down to facts about shopping days, that usually brings up thoughts of Golfdom's "Christmas Shopping at Your Pro Shop." This colorful gift catalog, designed to help increase the professional's sales volume, is being published for the ninth consecutive year. Its use in promoting gift business for the pro has been steadily broadened. Last year, for example, nearly 600 pros sent out more than 150,000 copies of the catalog to their members and players and the latter responded by spending more than \$1.5 million for gifts in shops that used it.

The catalog, though, doesn't do all the work. It never was intended to. It's a sales aid, an accessory in the grand scheme. Pros who have used it most successfully have wrapped their Christmas selling campaigns

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(Above) In Jim Fogertey's shop at Sunset CC, Sappington, Mo., the gifts are piled near the club racks with care. (Right) Chuck Pedersen, pro at Rolling Green, Arlington Heights, Ill., greets shoppers. He also features the cocktail hour every hour. (Below) You're looking down the center fairway of Chuck Tanis' Christmas festooned shop at Olympia Fields (Ill.) CC.





Gift selling revolves around island display at Tom Case's shop at Sedgefield in Greensboro, N. C.



(Above) Christmastime is the best time to get a youngster outfitted to start playing golf, says Chuck Pedersen. (Left) Nodding Santa Claus (lower left corner) attracts buyers to Jim Fogertey's Sunset shop. (Lower left) Here's the way John Wirbal gets set up at Nashua (N.H.) CC. More of Pedersen's shopping golfers are seen in lower right.



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around it, using it as a lure to bring gift buyers into their shops.

One who has used it for several years, and with notable success, is Jim Fogertey, the shopmaster at Sunset CC in Sappington, Mo. But Fogertey's sales effort isn't fixed on the guide or catalog — it revolves around its use.

Many Ideas Tested

Over the years, Jim Fogertey has tested dozens of ideas for conducting his Christmas gift sales campaign. He has retained what he thinks are the best for his own operation, but that doesn't mean that he is standing pat on all of them, or doesn't recognize that some of them can be improved upon. Both Jim and Golfdom would like to hear from other professionals if they think his program has weak points, or if he is overlooking anything that should be included in it.

It is as Fogertey says: "Like practically all pros who have used the Christmas shopping guide, I feel that a new and very profitable selling season has been added to the calendar for us. In 1961, our gift business easily topped that of 1960, which

had been a record year. It has been like that through the years — each new season bettering the previous one.

"But still I'm not satisfied," Fogertey continues. "As far as I am concerned, I only have been scratching the surface where Christmas business is concerned. Patronage by my members is good, but it isn't what it should be. I have tried most of the selling ideas that are supposed to be in the book, but that doesn't mean I haven't overlooked quite a few that have been used successfully in other shops. I'd like to have them called to my attention."

Christmas Sales Campaign

Here is an outline of Fogertey's complete Christmas sales routine including tooling up for it:

- Gift wrapping paper in about 10 different colors is purchased along with ribbon in green, red, white, gold, light green, etc. Ribbon comes in $\frac{3}{4}$ and $\frac{1}{4}$ inch widths and in 100 yard rolls. The paper is bought in reams or $\frac{1}{2}$ reams or in packages of six different color rolls to a carton. Invest in a bow-tying machine if you don't already have one.

- Greeting cards are purchased to be attached to all gifts.



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- Use attractive gift boxes (Fogertey prefers white) for packaging shirts, sweaters, etc. Wrap the items in tissue. Put a sticker with your pro shop imprint on the box.

- Everything from a single ball to a set of clubs or a golf bag is gift wrapped. There is no extra charge for this.

- There is an offer of free delivery on all items.

- More than 400 copies of "Christmas Shopping at Your Pro Shop" are mailed out to members and other prospective customers. In addition, copies of the catalog are placed in the men's and women's lockerrooms.

Uses Table Tents

- Arrangements are made with the club manager to place table tents on all tables in the mixed grill of the clubhouse. The tents carry this message: "Your Golf Shop Is Open Every Evening Until Nine for Your Christmas Shopping Convenience."

- The pro shop is kept open until nine p.m. throughout December.

- Decorations are put up so that Fogertey is ready to start the Christmas gift campaign the day after Thanksgiving. (This may be moved up this year because competing stores are constantly moving up the starting dates of their Christmas shopping season.)

- The telephone part of the campaign is started shortly after the catalogs are mailed out. This is very important. The pro and his assistants should try to create the impression that they basically are gift consultants.

- An animated Santa Claus (he bows) along with a white Christmas tree with red ornaments are put in the shop window. This, too, is important because it calls attention to your shop.



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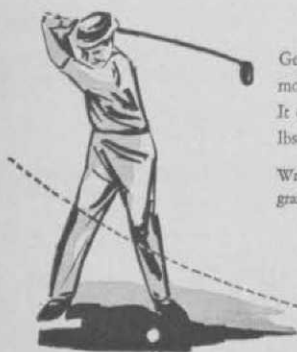
- Get started early on the personalized ball business. Find out from your suppliers the deadline dates for personalizing golf balls so that there is no mixup on this.

- Change the shop displays each week — even if it is December. Keep putting different gift merchandise in the spotlight.

- Start now to make notes on overheard conversations that might have some bearing on your gift business. It's wonderful psychology to be able to remind a member that you overheard him say last September that a golf bag would make a fine Christmas gift for his wife.

Wilson Opens Scot Plant During British Open Week

Wilson Sporting Goods Co., Ltd., Irvine, Scotland, opened what it claims is the world's most modern golf club plant during the playing of the British Open. Among the dignitaries who were on hand for the occasion was Sam Snead. The Scotland factory brings to 15 the number of Wilson manufacturing units. It serves the British Isles and European market. Eventually about 200 persons will be employed in the Irvine branch. The building is constructed of brick and asbestos siding and rests on a plastic sheeting, Visking, that keeps out moisture and dampness.



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