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## Display It with Class



There are some good and bad things about the way in which this jacket and shirt are displayed. The jacket at left is handled with professional style. The fact that there is a shirt underneath it, suggests that the golfer buy not ONE but TWO pieces of merchandise. This is where coordination and harmonizing of styles can lead to bonus sales. The shirt on the right should be gathered at the bottom so that the impression isn't created that it is dripping dry. The left sleeve also could be handled more enticingly. But there is one saving point here: The shirt is buttoned. If it had been left unbuttoned, you'd see the ribs or the spinal column of the hanger. Apparel is downgraded when the customer is allowed to see too much of the manikin. **Al Robbins**

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can't supply what the other may have available. This has been going on for several years and both the Elyria pro and the storeowner reason that if they didn't keep their customers channeled in this way, they'd be taking their business somewhere else.

The term, sales ingenuity, was mentioned previously in this article. Clark Black and his assistant, Earl Puckett, have a good deal of it. For example, they use it in selling trade-in clubs to the extent that the Elyria shop rarely is stuck with second-hand clubs. Their method: Whenever guests play at the club, or whenever outsiders come in for a golf day, Black or Puckett very carefully look over their equipment and if they see an opportunity to suggest the replacement of either a single club or a set of them, they make the most of it. The clubs that the Elyria shop take in on trades are so beautifully reconditioned that many guests find it hard to resist buying them. Black and Puckett have developed this phase of the business so well that it has been completely unnecessary for them to beat the

bushes at the end of the season in an effort to get rid of a used-club inventory.

Asked why if he can push trade-in clubs off on guests, he can't do the same with new clubs, Black has this to say: "There probably is no good reason why it can't be done. It's just that we have gotten in the habit of selling trade-ins to these players. We have been doing it long enough that many of them inquire about them even before we make an approach. If the clubs are properly cleaned up and re-varnished, you can sell them at a higher price to guests than to any other group of purchasers."

The Elyria pro and his assistant, incidentally, don't confine their club checks just to the playing guests. They constantly look over the racks in an effort to find out which members may need new clubs or bags, and when they feel that they have a chance to make a sale, they don't lose any time in approaching the prospective buyer.

"Ask him if he's in the market." is one of Black's favorite phrases. Clark  
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