



"I always take the balls out of the wrapper," says Case. "I think the customer wants me to."



"It would be interesting to know how much pro merchandise is sold through impulse buying," says Tom. "If I wasn't afraid it would cost me some money, I'd put my wearing apparel and hats under cover for a week and find out."



Double Bogie

Lose A Sale and You May Lose A Customer: Case

By JOE GAMBATESE

The worst mistake a golf shop can make is not to have an article available when a customer asks for it. The latter either loses interest in the article or buys it somewhere else. In either case, you've lost that sale, and perhaps future sales. You've lost a customer.

That is the warning of Tom Case, who has run a highly successful golf shop operation at Sedgefield CC, Greensboro, N. C., since 1957.

Don't Buy Enough

While it is important not to overstock and thus avoid severe markdowns at season's end, too many pros — about 85 per cent, according to estimates — lose sales and customers because they underbuy, Case declares.

"Good sales require smart buying, enticing displays and customer service," says Case, who is proud of the apprenticeship he served under two professionals he considers among the most successful pro shop operators — Henry Lindner at Charlotte (N.C.) CC and Harold Sargent, past national PGA president, who is at East Lake CC in Atlanta.

Anticipate Demand

"A pro must anticipate demand and develop a reputation for having anything a golfer wants," Case says. "He must read his mail closely, particularly on new products, and be stocked when demand for new items hits. In this way he establishes a continuing market for new products."

A high percentage of golf shop purchases are made on impulse, and merchandise displays should capitalize on this, Case points out. Articles for sale should be displayed not only in an inviting manner but an intriguing one and be placed within easy reach of the customer.