

On the Professional Side

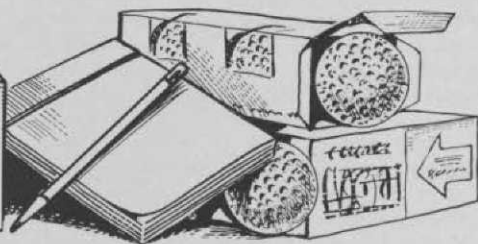
Use A Suggestion Box for Brain Picking

Are you picking the brains of your members for merchandising and other ideas that will improve your pro shop operation?

"If you're not," says Al Robbins, the wandering golf minstrel who sells in the Chicago territory, "you are overlooking opportunities to ring the register."

Robbins reports that four or five pros in the Midwest are using suggestion boxes with a good deal of success. They have them located in a conspicuous spot in

stalling a suggestion system in the golf shop, Robbins points out. In every club there are usually quite a few people who make their livings in the merchandise field. The contributions they make often are prompted by something that they have seen lead to improved operations at their places of business. Then, too, Al says, the suggestion box gives the pro the benefit of women's thinking. Many of the ladies may not have had experience or training in merchandising, but their in-



their shops, with a pad of suggestion blanks nearby, and encourage their members to make contributions. At least four out of five suggestions that are turned in are said to be constructive. Now and then a crank letter is dropped in the box and there are occasional whimsical notes.

Cover Many Things

All in all, though, the pros are making good use of the ideas that are submitted to them. They cover such things as displays, service, hints on improving the women's department, the handicap and starting systems, and suggestions for bringing in merchandise that the pro doesn't already handle.

The members have the option of signing or omitting their signatures from the blanks.

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tuitive knowledge of the subject is something the pro is lucky to have passed on to him.

Pro Job Approach

A veteran pro salesman says it usually takes a young pro two jobs before he learns he is in the business for money. The first costly mistake the young fellow makes is that he doesn't know how to sell himself so he spends too much money going too far for futile interviews. The old timer continues: "The second and most serious mistake is that he doesn't know where to sell himself. He will take a job without investigating its financial promise on the basis of available facts. Instead he trusts the hiring committee's fancies and doesn't make a detailed check of the job's possibilities