

On the Professional Side

Who's Buying What?

Ernie Sabayrac, "the dapper little round" man who worked his way up from the caddie ranks and through the pro shop to head a nationwide pro-only sales organization, says that what helped him as a salesman was learning the score on the shop customers.

"Many professionals" Ernie observes, "would be surprised to look at the figures on a season's business and see how many nice guys are buying so little and so many others who hardly get recognition are buying more than anyone ever imagined."

"In order to be a successful merchant, a pro has to keep score on sales just as he keeps score when playing," Sabayrac continues. "He makes a lot more playing customers than he makes playing golf. Yet, how many professionals have figured out what par in pro shop buying ought to be per member or player?"

"When a professional knows what the average of player buying should be, then he can go over his records and see who needs attention. There always is the chance that it may be the pro, not the customer, who is wrong when a golfer is buying less than the average amount."

Cut-Down Clubs

During gaps between PGA Business School classes at Clearwater, Bill Hardy, Emil Beck, Horton Smith, George Aulbach



and others compared experiences in taking trade-in clubs, shortening their shafts, applying new grips and freshening the appearance of the heads so the clubs could be passed along for Junior use.

The procedure gets the old clubs off the market without the undesirable effect of reducing sales of new clubs to Juniors. Supply of the used clubs, remade for youngsters, gets more kids playing and actually helps increase new club sales.

The comment of professionals in discussing the "Pro Juniorized" solution to the increasing problem of disposing of trade-ins often is that lack of clubs is preventing many youngsters from playing golf. Quite a few adults who haggle about allowances on old clubs as a matter of trading instinct, would let the clubs go free if the pro remade them so they could be given to children.

Cleaning Guest Clubs

At the Texas PGA business meeting in January there was a rather long discussion of a suggestion concerning the cleaning of guests' clubs. It was agreed that it is inexpensive and effective advertising. The idea is being put into use this spring by some professionals who are having tags tied on the guests' bags. The tags inform the guests that their clubs have been cleaned and that their host and his professional hope that the visit was thoroughly enjoyable.