

*Survey shows more  
pros plan to get on Santa Claus  
bandwagon this year*

## Pro Xmas Sales Break All Records

A record-shattering \$2,500,000 in Christmas gift sales was rolled up by the more than 550 golf professionals who used "CHRISTMAS SHOPPING At Your Pro Shop" in 1963!

This, and other significant facts and pro shop gift buying trends revealed by the annual mid-July GOLFDOM survey of Christmas pro business, point to an even bigger gift sales record in 1963.

Comments volunteered by pros responding to the survey this year indicate that more pros than ever are going to jump on the Santa Claus bandwagon — and veteran Christmas pro merchandisers are determined to put even more time, effort and money into what they've discovered to be the most profitable two-month selling period of the year!

Over 200 pros returned their questionnaires within ten days after receiving them and their answers pin-point important highlights of pro Christmas merchandising. . .

To the first question: **When will you start your 1963 Xmas selling campaign?"** 191 pros answered as follows —

- |                 |                  |
|-----------------|------------------|
| (2) August      | (78) November 1  |
| (2) September   | (30) November 15 |
| (45) October 1  | (18) December 1  |
| (15) October 15 | (1) December 15  |

Pros who have been on the Christmas gift sales firing line for two or more years indicate they've been pushing their starting date back farther each year (like the big stores). Most do not wait for Thanksgiving, traditional start of the Christmas shopping season. They want their customers to know the pro shop will be stocked and ready for Christmas business before local Christmas parades hit Main Street!

One pro says: "I feel we golf professionals are losing more and more Christmas business by starting too late. Last year I started in November — this year I'll start in October and I'm sure my Christmas sales will go up at least 30%!" This professional reported sales of nearly \$10,000 in 1962.

**Question 2: What % of gifts were bought by MEN? By WOMEN?**

Of the 197 pros answering this question, 43 said gift purchases in their shops were equally divided between men and women buyers; 103 said women bought more gifts than men and 51 said men bought more gifts than women. Average for all 197 answers showed that 47% of gift buying was by men, 53% by women. (Last year's survey indicated an average of 46% of gift buying by men, 54% by women!)

**Question 3: Did you decorate your shop**

for Xmas selling last year?

Of the 207 pros answering, 153 decorated their shops, 54 did not. Some pros have very definite feelings about the importance of shop decoration for holiday merchandising. One points out that it gives his end-of-season stock a 'new' look, while calling attention to newer inventory. More pros advocate changing the shop look from week to week, even slightly, as a 'stopper' for daily traffic. All agree that some Christmas atmosphere should be maintained to steer customers' thinking toward gifts rather than just personal purchases.

**Question 4: Do you have photographs of shop decoration for use in GOLFDOM?**

Ten said they took photographs, 12 said they did not but *would* have photographs in 1963. Quite a few said they wished they had — for their own use in planning and setting up future years' decorations—and for the club paper or magazine. One indicated that photographs would be useful as graphic evidence of a tax deductible expense connected with Christmas merchandising!

**Question 5: Did you offer gift-wrapping service in 1962? Will you offer gift wrapping this year?**

Of the 188 pros answering this, 166 offered gift-wrapping service in 1962 and 160 of these said they would do it again this year. Of those who did not gift-wrap last year, 10 said they would in 1963, 11 are not certain.

Several pros point out that their customers have been conditioned to expect gift-wrapping service by other exclusive shops they patronize and these pros feel they would lose some sales if customers found they had to do their own gift-wrapping. Other pros have steered away from the added cost and bother of gift-wrapping, and thus have no idea of how this would affect their gift sales.

**Question 6: Did you use the special (imprinted with your name order-form envelopes) form last year?**

*(Offered for the first time in 1962, at 3¢ each, these personalized, 'self-mailer' order forms were enclosed in the Christmas pro catalogs when requested by pro-users.)*

Of the 198 pros answering this, 146 used the order forms, 52 did not.

**Question 7: Do you want to use similar order forms this year?**

Of the 146 pros who used these forms in 1962, 116 will use them again this year; 17 are not sure. Of the non-users last year,

3 will use order forms this year, 16 are undecided.

**Question 8: Approximately how much Christmas gift business did you do last year?**

203 pros answered this question. 12% reported Xmas sales up to \$1,000; 58% ranged from \$1,000 to \$5,000 in sales; 24% fell into the \$5,000 to \$10,000 sales bracket and 6% racked up gift sales from \$10,000 to over \$25,000! Average sales per pro shop (for entire group of 203 reporting) were \$4,467.

Most important indicator shown by the current survey is the positive intention and planning of more pros in going after Christmas business this year. Those who used "CHRISTMAS SHOPPING" last year have positive proof of the important profit potential of Xmas pro shop business — regardless of what their sales were in 1962. They know the business is there.

Another interesting sidelight on the growing importance of the gift market to the pro is the growing percentage of semi-private and municipal golf course pro shop operators who are going after Christmas business with GOLFDOM's "CHRISTMAS SHOPPING" promotion. In 1961, 28% of all pros using the guides were semi-private or municipal shop merchants. Last year 31% of pros using the guides were semi-private or municipal!

Most important of all — while approximately the same small number of pros wait until the last minute to order their "CHRISTMAS SHOPPING" guides and promotion packages, most pros are ordering earlier each year. Those who wait until the last minute are usually new users who hope to recoup on an indifferent year with bonus Christmas business. Once they try it their attitude changes. Unfortunately every year a certain number order much too late and have to be turned down because the supply is sold out. Very few of these pros are late the second time!

Early orders indicate that nearly 600 professionals will go after Christmas business with "CHRISTMAS SHOPPING" this year, pulling in nearly \$3,000,000 in gift sales. This still leaves about \$11,000,000 in potential Christmas gift business that other pros will not get if they don't go after it!

If YOU have never gone after Xmas sales in your pro shop the only question you have to answer is — do YOU want more business? Hundreds of pros will testify that the business is there — all you have to do is go after it!