

On the Professional Side



Are You Grossing \$20,000 Annually in Shoes?

By AL ROBBINS

At a club where there are 300 members, a professional should do \$20,000 worth of shoe business a year. He should sell men three pair of shoes, including golf shoes and loafers and women, at least two pairs. It's being done at at least a few clubs every year. At other clubs, where there are only about 200 members, some pros are grossing from \$10,000 to \$12,000 annually from shoe sales.

It can be done — what's the secret?

Much of it depends on display. Usually, only a small corner of the pro shop is allotted to the shoe department. There is no argument with this arrangement if advantage is taken of practically every inch of potential display space. That means, of course, getting most of your stock out where it can be seen and not letting it gather dust in the back room.

You can install shelves with adjustable brackets all over the place. Some can go right up to the ceiling or, at least, as high as the customer can reach. Others don't have to go all the way, depending, of course, on whether you prefer a kind of staggered shelf arrangement to a full or solid one. The point is — show those shoes!

Invest in a fitting chair and at least a knee-high mirror if, for nothing else, to let your members know you have shoes for sale. Any old chair won't do. A lawn or casual chair in the shoe department looks out of place. It has a way of chasing away trade. You've probably noticed that yourself.

Both mens' and womens' shoes should be arranged according to size, not by models or styles. For example, keep all the 9½C and 6½B sizes together.

You should be making full use of catalogs, particularly since you can't conveniently carry as large a shoe stock as you'd like to have. A lectern arrangement makes it handy for the golfer to leaf through the catalogs (you've seen these in wallpaper stores). You might also like to frame some of the more colorful catalog display pages or artistically mount them on contrasting paper to bring out their rich effects. Also, keep in mind that manufacturers will lend you leather hides for display, if you care to use them.

Here are some other things to keep in mind in improving your displays and, of course, increasing sales:

- Always keep shoe trees in shoes that are on display. If you run short of these, use tissue paper.
- Keep shoes formed and properly laced.
- Avoid using fluorescent lighting in the shoe department unless you can buy special tubes that cut down on the garish lighting. The ordinary fluorescent bulb throws too much glare over shoes and robs them of their rich colors.

