

\$3 Million in Extra Pro Sales Income

Almost \$3-million in gift sales were added to the incomes of professionals who last year used "Christmas Shopping at Your Pro Shop." This estimated total plus the following figures and merchandising tips are the result of Golfdom's annual survey of "Christmas Shopping" pro-users. The survey was sent to 600 pros and 228 — almost two-fifths — replied. The analysis of information gives an overall picture of successful Christmas sales operations and provides many suggestions for those pros anxious to add Christmas sales to year-end profits.

1. When will you start your 1964 Christmas gift selling campaign?

Prior to October — 15; During October — 60; First half of November — 114; Last half of November — 21; During December — 10.

2. In 1963, what percentage of gifts were bought by men? By women?

The 210 pros answering this question reported 47.5 per cent were bought by men while 51.8 per cent of the gifts bought were sold to women.

3. Did you decorate your shop for Christmas in 1963?

Of the 218 answering this, 170 decorated, 48 did not.

4. Did you furnish gift wrapping service in 1963?

One-hundred seventy-nine did wrap gifts, 44 did not and 192 plan to offer gift-wrapping this year.

5. Do you plan this year to use the special, imprinted "self-mailer" order forms available to "Christmas Shopping" professionals?

Of the 171 pros answering, 92 plan to use order blanks.

6. Pros were asked to report their estimated Christmas sales for 1963.

Total sales reports average out to \$4,800 per professional. Seventy per cent reported sales from under \$1000 to \$5,000 with an average of \$3,000. Thirty percent reported sales from \$5,000 to over \$25,000 with an average of \$8,300. The estimated gift sales for all "Christmas Shopping" pro-users in 1963 was \$2,917,500.

the pros offered this service in 1963 and that an even greater number intend to gift wrap this season.

Gift wrapping can cause a lot of headaches while accomplishing little if it is done in a haphazard manner. Over the years, Len Kennett has developed a system that permits a good deal of individuality for each package with a minimum of cost and effort. Beginning with a basic, all red box, Kennett adds ribbons in gold, red-and-white candy stripe or all-white. Two different holiday wrapping papers are also available. Distinctive bows are made with a device called the "Bow Tyer", manufactured by Minnesota Mining and Manufacturing Co. Since it costs less than \$50, Kennett considers the "Bow Tyer" an excellent investment. Most of the packages wrapped in Kennett's pro shop cost little more than 15 cents.

Add Girls to Staff

Two girls are added to Kennett's staff for the holiday season and, generally, one of these will show a knack for gift wrapping. This girl is assigned to do most of the gift wrapping. In addition, Kennett has his full-time woman assistant show the entire staff how to wrap packages so that everyone can lend a hand if necessary.

With this system, Kennett finds that he can sell several items to a customer, yet offer a variety of wrappings.

Most shops do some decorating to promote the Yuletide spirit. Some limit themselves to a wreath on the door and a Christmas tree in the corner. One shop goes so far as to hire a professional window trimming firm to add festive accessories.

Decorations add holiday gaiety to the
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