

# Clutterbug Selling

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*A check among golf salesmen and progressive professionals reveals that some shops look like the operators are running cut-rate bargain houses*

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By **HERB GRAFFIS**

Salesmen, who go into pro shops in all parts of the nation, and PGA sectional officials, who are especially good businessmen, have been asked by the National Golf Foundation — What are the most common faults in pro shop appearance?

The request was made in acquiring material for a Foundation book on pro shop design and arrangement. What we wanted to get was a list of points that each professional and assistant would check, with a critical eye, in his own shop and then make the necessary changes in his shop layout and operation.

## **No Doubt About It**

The most common fault noted in pro shops was the "cluttered-up" look. The choice was decisive.

There was considerable explanation accompanying this judgment. Critics pointed out that merchandise was not displayed in an organized way, hence the place looked untidy, merchandise became unnecessarily shopworn, slow-moving items took up too much space, and changes in display were not made often enough to keep the shop looking fresh.

Several salesmen mentioned that women golfers and women non-golfers who visit a shop hesitate to look for what they want if the place is lacking in neatness and seems to be thoughtlessly arranged.

They get the idea the merchandise is of the same low grade as the display.

## **Handicapped to Start**

The critics frequently commented that the outside of many pro shops is unattractive and these places seem to have been located, designed and built without any clear idea of serving the players. This, of course, isn't the pro's fault but it immediately handicaps him and, in a few cases, makes it pretty nearly impossible to get the inside arranged attractively. However, several pros in cramped buildings or in rooms inconveniently located, got to work with paint and lights and display walls and fixtures and have done remarkably fine jobs. (See story on page 46.)

Often the pro shop is a difficult place to keep clean, but that's exactly the reason why vigilance should be exercised in keeping it as immaculate and orderly as

possible, say the salesmen and pros.

• Now for some of the comments on appearance. Do they apply to your shop?

Not enough effort in keeping shop clean, dusting stock, sweeping floors.

Merchandise isn't kept clean and dusted and arranged in orderly fashion at all times.

A clean carpet is a "must" in a good pro shop.

Worn rugs or runners cheapen the looks of everything in the shop.

Dirty glass counters are inexcusable; the pro and his assistant are at the counter often enough to see that it always is washed or dusted and that whatever merchandise there is on the counter is neatly arranged.

No order—the shop looks like it was thrown together.

Dusty, dirty and broken display boxes. Sloppy arrangement.

### **What's This—A Pawn Shop?**

Some pro shops have appearance of pawn shops.

Golf ball display cases too frequently are covered with miscellaneous merchandise, lesson books, starting time sheets, car or cart books, scorecard-and-pencil holders, etc. The potential buyer can hardly see the balls in the case.

Pushing aside instead of dusting and re-arranging seems to be the custom in some shops where the pros always are saying business is lousy.

Good shops are cleaned thoroughly a couple times a day; the fair ones are cleaned a couple times a week and poor shops a couple times a month.

### **Reflects Pro's Attitude**

Unattractive appearance of shops in most cases can be summed up in the word "carelessness." Unfortunately the shop appearance may reveal the pro's attitude toward other aspects of his job.

Many shops could be made attractive if the pro or a capable assistant took time to work at the job.

Some people hesitate to handle clubs because of the dust on the grips and heads and boxes they're displayed in.

Many shops need attractive floor covering or even a fair-sized clean piece of carpeting on which a shopper can set

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## **House Bill Would Remove Club Dues Tax in 1966**

Included in the excise tax bill, passed by the House and sent to the Senate on June 1, was a provision for removing the 20 per cent tax on club dues, fees and assessments, if in excess of \$10. The excise reduction would become effective as of Jan. 1, 1966. Rep. Broyhill (R., Va.) protested the delay in removing the dues tax, saying prospective members of many clubs are holding off joining until the tax is removed.

The National Club Association, 1522 K. st., N.W., Washington, D.C., has coordinated the drive to get the club excise tax repealed. In recent months, working with the CMAA, it has gotten more than 5,000 club members throughout the U.S. to write to their Congressmen asking that favorable action be taken on the excise tax.

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clubs while he is examining them.

Bags are displayed out of the reach of possible buyers and are allowed to get dirty.

Not many pro shops are correctly lighted to show merchandise most attractively.

### **Some Items Are Buried**

Too many fast-moving items are buried in show cases and made hard-to-get-at instead of being in open display.

Cluttered arrangement with no eye-catching display as one walks into the shop.

Too much pegboard instead of avoiding monotony by making balanced and effective use of this display background.

Lack proper fixtures for correct, interesting display.

Should have a few chairs to create an inviting and comfortable look of a shop where there is no high-pressure selling but pleasant buying.

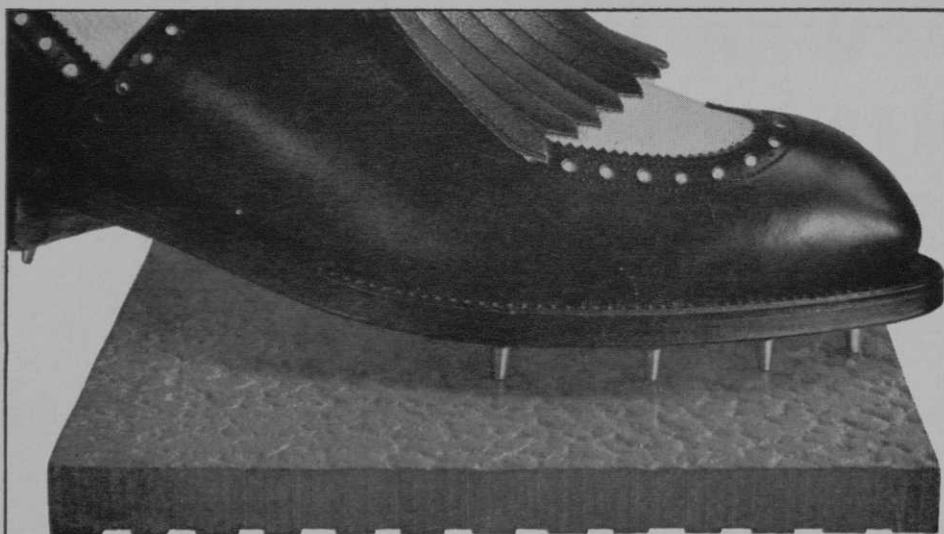
### **Color Scheme Neglected**

Very little attention is paid to the color scheme.

Too much stock in the wrong places.

Club display located in a place where shopper is not encouraged to handle the clubs.

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Dirty floors and ash-trays.

Dirty window glass.

Shop needs to be departmentalized: clubs, bags, apparel, shoes, women's department, hats and caps, putters and wedges, etc., should be displayed in separate areas. In most shops only the balls are in one convenient area and that often is cluttered by a lot of slow-moving specialty merchandise.

### Apparel Is Scattered

Sweaters, shirts and sox taken out of packages by members are left scattered around to become shopworn and make the shop look trashy.

Too much stock is indiscriminately displayed because pro does not happen to have storage space.

Poor buying revealed in overloading sales room with slow-moving stock.

Too often we see summer shirts still piled high on shelves in boxes in mid-June. Then, when a good selection of them eventually is put on display, the sizes

quickly are jumbled so the shopper has to go on a "lost ball hunt."

Look over your shop with those observations of authorities in mind. If you do not find some constructive and profitable suggestion in the comments of men who have inspected many pro shops, you and your assistants may consider yourselves and your shop exceptionally good.

### Four-Year Dry Spell

According to the U. S. Weather Bureau, the region from Maine to Virginia and as far west as the Appalachians is undergoing the most severe moisture deficiency that has been recorded in the 60 years the Bureau has been checking on drought conditions. The dry spell started in 1961 and has continued practically unabated since that time. There are numerous dried up reservoirs in the Eastern coastal area, millions have been spent in irrigating crops, and many people have lost their jobs due to the prolonged drought. The Weather Bureau gives no indication as to when the long dry spell may be expected to break.