

What makes it a favorite with other players? In what ways will it help this golfer to lower his score?

KEEP IT CLEAN. The pro or shop manager who takes a dusty article from the box and puts it in a member's hand doesn't deserve the sale and isn't likely to make it.

Keep merchandise fresh and inviting. If you carry items that are not in cases, protect them with cellophane. Unless you clean the clubs in your shop daily, their appeal is likely to be buried under a layer of dust.

REPEAT SALES. Normally, the manufacturer will replace defective articles. You can do a real service to yourself and the golfer by stocking guaranteed items.

Try this approach: "You'll get lots of wear from this golf shoe, Jim. If for any reason it doesn't feel comfortable or give complete satisfaction, I'll make it good!"

Don't make the person returning an article wait for a refund until you've been issued a credit memo. Why take the chance of losing his business? Make the item good when he brings it to your attention. Even an unreasonable complaint deserves a hearing.

If a club or golf shoe can be repaired at the pro shop, handle it with a minimum of delay. While the member waits, offer substitute equipment so he won't lose an afternoon of enjoyment.

Never allow the customer with a complaint to feel he's imposing on you. He's doing you a favor. Instead of taking the article to someone else or buying new merchandise from your competitor, he's giving you the opportunity to make an adjustment. If you succeed, he'll remain a customer.

HOW MUCH? It's unwise to hold on to buyers by cutting prices. You can't compete with discount houses or department stores; don't try. Your advice and years of experience as a player and instructor are worth more than the few dollars a member saves by shopping for bargains. The most expensive wood or iron is of little value to an individual if it's not the right length and weight.

Look ahead in your selling. Don't persuade a golfer to spend money for clubs

Night Frostbite Golf At N. J. Course

Two Bridges Country Club in Lincoln Park, N. J., the first illuminated 18-hole golf course in the Metropolitan New York area, will stay open in the evenings until about 11 p.m. this fall and will feature "frostbite golf." The new course, open to the public, may even sponsor a frostbite golf tournament, its owners said, in October or November—snow permitting.

William (Wild Bill) Mehlhorn, famous pro at Two Bridges said, "This will come as good news to those die-hard duffers and chip shot artists who are reluctant to put away their clubs at the end of the summer season."

Mehlhorn added that a heavy sweater, ski pants and some sprightly exercise will offset the chill winds, and that the course's mercury vapor lamps will give "frostbite golfers" an illusion of warmth. An added feature—no mosquitoes.

unless you are reasonably certain he'll be pleased.

You deal with the member, his family, relatives and friends while you remain at his club. He may not always give you credit for fitting him properly, but he'll holler his head off if you sell the wrong putter to anyone in his family.

A successful pro builds a reputation for dealing fairly with his customers. His friendly approach and the ability to help select equipment are his stock in trade. Since he is limited in the number of players patronizing his shop, he'd better do a good selling job in addition to being a fine teacher.

Choose the products you sell as carefully as the clubs you use in tournaments. Don't stock products for price or appearance unless you're convinced of their value.

Make your pro shop the low score for modern golf accessories where a member knows he's welcome, is assured of personal attention and materials that combine craftsmanship with serviceability. Your first drive on the fairway to championship performance is title-winning merchandise. ●