

Little extras for extra service

*Jewelry, golf novelties
and toiletries are items many
golfers buy. Pro shops
miss added member service
by not selling them.*

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The golf professional who tries to give the best service possible to his members is a man we know will be successful. Service is, in reality, the only thing we golf pros can offer our members. The better the service, the easier becomes the road to security and success.

Any golf professional knows that such general things as repairing a grip, fixing a broken cart handle or curing Mrs. Smith's slice are performing a service, but the guy who is really on the ball goes a step beyond this.

We believe one of the best methods to provide additional service to your members and also increase profits without adding to your already large overhead and fixed costs is to stock and sell what we call the "little extras." These are items related to golf but are seldom found in the pro shop.

You will see many of these items in the downtown sport shops, department stores and discount centers. Then why not in the pro shop? A golf pro must realize that everyone who walks in his shop door is a potential customer. A person will buy if he sees something that appeals to him or if he feels he has a need for it. Your job is to *have* that

"something" and then find a way to make that person aware of the item. This is where the importance of having those little extras comes in.

A golf shop, like any other store, can get the lion's share of the business in a given area *if* it has the reputation of being the most complete and best-stocked shop around. People quickly learn that they can purchase virtually any golf item there. This type of reputation spreads rapidly among golfers, and they flock to your door. Another point—a customer coming to your shop to buy an item not found in any shop nearby is also exposed to your *regular* merchandise. Soon, the place is humming and you have a lot of smiling customers.

But, as we said, the big thing about stocking those little extras is that you are providing an additional service for your own membership at the same time. These extras answer their gift problems, satisfy their immediate needs and certainly save them the time and effort of shopping at different stores.

You are their pro and many of your members want to do business with you—providing you have what they want.

Okay, enough about the reasons why you want the extras. You want to know just what are some of these items we have been talking about. Believe us, there are literally thousands of them, but we'll do our best to at least give you a starting list to begin with.

We'll begin with gadgets. There are hundreds of golf gadgets on the market today, but here are some of the better sellers. Watch counters to aid in keeping score; range finders to help determine distance; ball markers, ball mark repair tools, personalized tees, golf ball name printers, identification tabs for marking clubs, cotton or plastic practice balls; practice aids such as putting devices, putting carpets, driving mats, putting trainers, nets; exercisers for building up the hands and arms; ball retrievers.

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Jewelry can also be profitable when you stock such items as pins, charms, bracelets, watches, tie pins, cuff links, belt buckles, key rings, especially if they have a golf motif or you have these items engraved with the club insignia or design. Your women members will particularly like these because they make ideal gifts and cannot be found everywhere. There's a good markup in jewelry, as well.

Toiletries are definitely an item that the wise pro will consider featuring in his shop. Colognes, perfumes, lotions, deodorants, soaps are now available to pro shops and they come in neatly wrapped containers, too! We are not writing this article to purposely push toiletries, but we will say that having these items in stock will be to your advantage. They are fast becoming big sellers both as gift items and for those people who need to replenish their personal supply at the country club.

Office fixtures such as paper weights, book ends, pen and pencil sets, golf bag waste baskets—all come designed exclusively for the businessman-golfer, and here again, you can perform somebody a service and still show a profit.

There are many humorous trophies for shortest drive, longest ball, etc. that your members may want for a special event and you should consider having a few of these in stock.

Many miscellaneous items such as golf games, pictures, bag covers, bag straps, resin, grips, neckwear, underwear, handkerchiefs, as well as ashtrays, coasters and glasses with the club insignia, are all items that members want and need at various times. They will appreciate it if you have these things on hand when they need them.

Don't forget the insect repellents, band-aids, adhesive tape, or suntan lotion, shower clogs, and other items that may ap-

peal to the poolside member. They like and appreciate service and helping them only makes your job more secure.

Now you are probably saying that this is all fine, but where does a guy go to find all these things?

First of all, the majority of these items mentioned can be found by scanning ads in golf business and golf consumer magazines, as well as general consumer magazines.

Write to these advertisers, and they will be happy to send a list of the items they manufacture or have in stock.

Another good source is the catalogs put out by manufacturers, distributors, and golf supply houses.

Toiletries could pose a problem, as you may wish to stock brands which are popular with your members but you do not know how to find the manufacturer's name and address.

Here, The Toilet Goods Association Inc., 1270 Avenue of the Americas, N.Y., N.Y. 10020, could be of value to you. This association maintains lists of toiletry manufacturers, both domestic and imported. From them, you can find out the distributor of the various brands and products you want for your shop.

Toiletries could pose another problem—What brands to stock? Informal surveys of brand preferences of members conducted when you talk with them in the shop can give you a good start on which brands would sell well.

Moreover, you could supplement this by asking the ladies' and men's lockerroom attendants to observe closely which brands are most popular with the members.

Admittedly, you will have to allow for these items in your over-all budget, but the fact that you are creating an additional service—and profits—makes it more than worth the investment.

It's worth repeating that *service* is really all we golf professionals have to offer our members, and we should strive to provide the best. Having these little extras in stock is a good place to start. ●