

9 Ways to sell used clubs

Here are some proven methods for successfully moving trade-ins that can easily be adopted by any pro

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A lot of club professionals often find themselves overburdened with a huge supply of used golf clubs and are stuck for ideas on how to get rid of them.

You may recall that in a past issue of GOLFDOM Magazine we discussed running an auction as one proven method for successfully moving used clubs.

Briefly, the important things we discussed about an auction was to suggest grouping four or five of the professionals in your area, pooling all your used hardware together, marking the equipment so you can tell what belongs to who and then hire a professional auctioneer.

The beauty about an auction is that the people who buy invariably feel they are getting a bargain and chances are you are selling to people you wouldn't otherwise sell in the first place.

There are, however, several other ideas to dispose of used merchandise, any of which, if run properly, can work for you, too.

High schools or colleges provide you with an excellent source of disposal. Contact a high school or college student, or golfer, and give him a commission on the goods he sells. You'll be surprised at the action this method can create.

Creating a strong junior program at your club is a surefire method to help you sell used clubs. Get the kids interested in playing golf and dad will be out shortly to see what kind of equipment you have for junior. Explain to him the value

of owning a good used set of professional-line sticks which can be traded in for a new set in years to come. It's a good method for building future business also.

Some years ago, a representative of the local police force came to us looking for several sets of used clubs and this gave us the idea that we probably could also sell to various other organizations such as the fire department, Boy Scouts, Elks, Lions, Rotary, etc. We volunteered to give any of these groups a free half-hour golf clinic and emphasized the fact we would be willing to give a better price on quantity orders. We might add that the clinic is a good idea regardless of whether you sell equipment or not. A clinic is a wonderful means of promoting goodwill in any community and it will help you financially when some of the people decide to upgrade their golf equipment and your name comes to mind.

You might also consider having a complete used merchandise department in your shop where you could sell used bags, carts, etc. If you are cramped for space like most golf shops are, then simply put a listing of your used goods on the bulletin board giving a complete description of the article such as original price, condition and the present sale price. Chances are that some of your members will have some used goods that they might want to add to your list. Tell them you will try to sell for them, but put at least a 20 per

cent commission on everything you sell for them.

Whatever your used goods, be sure you put everything in as best shape as possible before you try to sell it. Clean it, polish it and see that it is in good working order. Go at the used goods business just as a used car dealer goes at his.

Another proven method for disposing of used goods is the "swapping barrel." We know of several professionals who do a big business on swapping putters with this method.

Take your used putters, put them in a barrel with a sign, "your putter and \$X.00 for any putter in the barrel," and watch the action you'll have. There is no reason why this method won't work for some of the other used goods you have also.

Try doing a little advertising, too. Just a simple little want ad in the sporting goods section of the local newspaper will more than pay for itself.

Some professionals may not agree that all these ideas can and will work. We must say though, that any idea is only as good as the guy who does the work and makes the necessary effort. All these ideas have worked for us. If you are willing to work, you can make your ideas do the job for you.

Have the right attitude about used merchandise and you will prove to yourself that any idea, as long as there is a worthy effort behind it, can be most profitable. □