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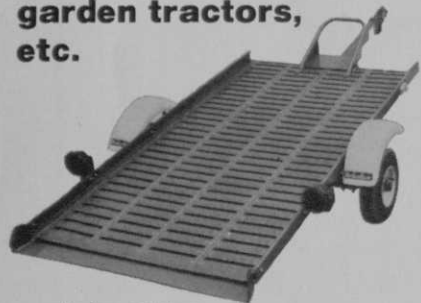
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40 GOLFDOM MAGAZINE 4/73

To Professionals: *M* is for Mother & Merchandising

Circle May 13th on your calendar and get a promotion campaign under way that's going to make Mother's Day, 1973, the most profitable ever—both in sales and goodwill. Remember, everything in your program should accomplish two things: build customer enthusiasm and make shopping easy. Here's a list of tips and ideas that cost little and can bring in big returns:

Set aside part of one day for a special Mother's Day shopping spree and declare the pro shop "Off Limits to Mothers, Noon to 3 P.M." Publicize it well in advance.

Make certain your index information cards on women members are in order and up-to-date, with sizes, color and style preferences as well as any other data that will help her family when shopping. This is all part of making shopping easier for them.

Pre-gift-wrap gifts of some standard items—three-packs of balls, small accessories and novelty items, for example—that are ideal for the children and that Dad may want to throw in as an extra gift. It's convenient and stimulates impulse buying.

Keep an eye on what merchandise attracts the attention of each woman member when she attends your spring fashion show or browses through the shop from now until Mother's Day. The fathers and youngsters will appreciate this bit of "spying."

Bring your own knowledge of each woman's preference into play. Try to steer your customer to merchandise you know will appeal to his wife and away from items that won't. Do you know how many articles are returned to department stores after Christmas by wives who are more annoyed with the sales personnel than with their well-meaning husbands?

Co-operate with the club manager on creating small stand-up cards for the dining room tables that could read: "Remember Mother on May 13th with a gift from our pro shop and dinner at the club. Make your gift selection and dinner reservation soon."

Gift-wrapping service is a must and will be appreciated by your customer. Make certain that the wrappings are attractive and you have someone who can do a neat job.

Create an attractive pro shop Mother's Day display. From now until Mother's Day, the same basic display can be used, but keep it looking fresh by frequently changing the merchandise on exhibit.

If you don't already have it, see about getting a small display space in the clubhouse foyer and create a discrete, tasteful Mother's Day display with a couple of your finest items. It should be similar to the small showcase displays seen in the lobbies of the best hotels. This kind of display never "screams out." It should be a soft-sell—something pleasant to gaze at while standing or waiting in the foyer.

Use the men's locker room bulletin board and others at the club for Mother's Day reminders and announcements.

Apparel sales build up when you sell total outfits. If a man selects a blouse for his wife, show him the mix-and-match coordinates designed to be worn with it. The total outfits are so attractive, they make the single item look incomplete. These outfits, if displayed and merchandised correctly, are tough to refuse. Boutiques and department stores learned this trick some time ago.

These are just a few ideas, and if you give this important merchandising holiday a little thought, you can come up with many more. Let your imagination run!