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## THE BEST OF GOLFDOM

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# How to finance your fall buying

*Six methods to help  
overcome your year-end  
shortage of funds.*

What is the solution of the purchasing problem of those clubs which are just "sliding along" or have spent their yearly budget and lack sufficient funds to make the necessary fall purchases. There is much of practical value on this subject in the following remarks from a very successful golf club executive who is one of the well known makers of maintenance equipment.

"Greenkeepers and greens chairmen of all golf clubs know that the results of fall seeding and the use of fertilizer in September and October are worth 100% more than the same amount of seed, fertilizer and labor used in the spring of the year. Regardless of this fact, it appears that 70% of the clubs are broke, as it were, when September comes and they are hedging, attempting to get through the year without spending any more money and, in reality, they are working to the detriment of their own best interests so far as the golf course is concerned.

"One reason for this hedging is that every fall, or some time in the winter or early spring, a new greens chairman is appointed and a new budget is planned by a new committee of officers. In other words, the old committee and greens chairman are trying to produce the best they can under the circumstances expecting that the work and grief and future budgeting will be handled by a new

Budgeting was a problem for country clubs when this article was written in 1927. This is a penetrating analysis of the ways open to smart club management in picking up those year-end "tabs."

group of men and present worries are over when the season ends this year.

"This brings us back to the argument in favor of a three year, or five year, or permanent greens chairman and furnishes conclusive proof that yearly changing of greens chairmen is a foolhardy custom. It would be just as sensible to discharge the greenkeeper every year and hire a new one.

"However, recalling the principal idea or subject of how clubs may best arrange for the fall purchasing of fertilizers, seed and equipment, the writer's position as a manufacturer and jobber doing business with golf clubs enables him to voice the opinion that the true conditions or hardships or unpleasant circumstances present during the fall of the year are solely caused by the golf club officials. Unbusinesslike, lax methods and inefficient bookkeeping have placed many golf clubs in an unenviable position insofar as borrowing power or their relations with the banks and manufacturers and jobbers are concerned. It is seldom, indeed, that a banker or a manufacturer, or a jobber can obtain a clear financial condition of a golf club.

"One primary reason is that bookkeeping systems in golf clubs are seldom found to be businesslike or efficient. A second reason is that no one seems to care when or how the golf club pays its accounts; very few take advantage of discounts unless they are forced to do so by the manufacturer and 70%, or at least more than 50%, of all golf clubs ask or take from three to six months to pay an account of \$1,000 or less. The reasons vary as golf clubs vary, but lack of coordination, cooperation, good sound business ethics, and the personal interest of some individual are usually the cause. Just as a manufacturer or jobber must call on anywhere from three to seven men at a golf club before he obtains a

Continued on page 78

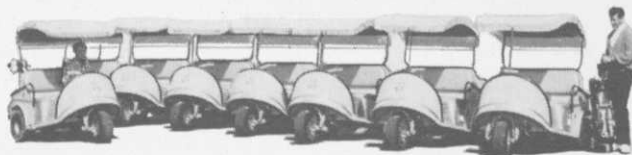
# LOS ROBLES GREENS

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# Superintendent 'sales planner'

*The best method to get what you want from the green committee is to know how to ask for it.*

By **CLYDE T. NORMAN**

New Orleans District Manager, Johns-Manville Pipe Sales

Superintendents have to be super-salesmen. The most knowledgeable golf course super can do no more effective job than his budget allows. Selling this budget to those in authority is perhaps his biggest job, yet many superintendents just don't know how to go about it.

I recently attended a turf grass conference in South Alabama. A manufacturer's representative expounded the benefits of his product to grasses.

A superintendent next to me whispered: "This is fine, but it's not my problem. I know almost all the products and techniques, but how do I get this over to the people at my club? If I learn something here that costs money, I have to convince the greens committee that it's worth it."

This calls for a definite plan of attack,

and the purpose of this article is to give you that plan. It is not just an idea, but a program that has been used successfully for many years. We call it the "Sales Call Planner." This denotes a "call" for the purpose of making a "sale," and this is exactly what superintendents must do.

In the formulation of this presentation, you will want to follow a logical procedure, and I suggest these eight interlocking subjects that follow in sequence—one interrelated with the next. This will give continuity to thought and make acceptance of the plan easier.

The first basic point is what are you trying to do? It is fundamental at this point to write down your primary aim. It will steer your thinking along a definite line to your objective. Let's say,

Continued on page 84

## SALES CALL PLANNER

1. PRIMARY OBJECTIVE:

2. THE PROSPECT: (Who? What business? Why does he need \_\_\_\_\_?)

3. BEFORE-CALL CHECK OF SALES AIDS:

(Be sure they're complete and ready to use. Remember, put a sample in his hands.)

Samples of promotion material

4. OPENER: (What are you going to say for a start?)

5. LAYING OUT YOUR PRESENTATION:

SELLING POINTS

(Features — in planned order  
of presentation)

HOW WILL THIS MEAN MORE  
MONEY TO YOUR CUSTOMER

Benefits to him or  
his customers

Proofs to use

6. PROBABLE OBJECTIONS OR QUESTIONS:

HIS OBJECTION

YOUR ANSWER

7. YOUR CLOSE (Write it down):

(Remember, it's not a close if it doesn't have a question mark.)

8. RESULTS OF THE CALL:

(Fill this out after the call, if you want. It will give you information and ammunition for another call.)

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## **What do golfers say about Wide-Lite lighting like this?**

“No trouble following flight of wood and iron shots”

“I’d much rather play night golf”

## **What does the course manager say?**

“Night golf now brings in 70 to 75 percent of our business”

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Piedmont golf course,  
Huntsville, Alabama

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Proof of the popularity of night golf is the fact that day greens fees are \$1.60 for 18 holes, and \$2.50 at night.

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# Buyer's Guide to 1967 golf cars



*Another banner year for car industry is seen; safety features will be emphasized.*

The golf car industry remains optimistic about its prospects for 1967. The figures certainly back it up. A little more than a decade ago, there were only 1,000 golf cars on the nation's fairways. Today, it's been estimated that 120,000 are in use. Demand for cars is also not likely to slacken—there will be 500,000 new golfers next year, according to the National Golf Foundation, for a new grand total of 9,500,000.

"I foresee a 10-15% increase in total sales by the industry next year," says William A. Dolan Jr., president of the Golf Car Manufacturers Association. "The trend away from member-owned cars towards fleets will continue—right now 95% of all cars are going into fleets." Another trend Dolan pointed out is that the whole golf car industry is becoming increasingly safety-minded. This is mainly for insurance reasons due to the rise in manufacturers' liability suits, which are started for just about any accident these days. Electric cars, Dolan predicts, will increase their lead over gas cars in 1967—at present gas models hold only 13% of the total market. Wheel steering will also gain on tiller.

Interesting figures turned up by GOLFDOM'S survey of golf professionals (page 64) reveal that golf cars are available at 90% of the clubs responding. Over 30% of the clubs with cars have fleets between 20 and 50 strong, with another 9% in the 50 and up class. Clubs are increasing their hold on the car operation—about a quarter of them retain all or up to 90% of car income.

(Charts start on next page)

## 1967 GOLF CAR SPECIFICATIONS

MANUFACTURER	NAME & MODEL	TYPE	PRICE	WEIGHT	STEERING	LENGTH & WIDTH
ALLIS-CHALMERS SPORTS PRODUCTS INC. Harvey, Ill.	ELECTRIC GOLF CAR	Elec.	\$ 995	860	Tiller or Wheel	90" x 47½"
	GASOLINE GOLF CAR	Gas	\$ 995	625	for both	90" x 47½"
FEATURES: Individual contoured seats.						
ALMICO, INC. El Monte, Calif.	SOLO CAR	Elec.	\$ 645	600	Tiller	76" x 40"
FEATURES: One man, two bags; automotive brake; differential drive unit.						
AMF WESTERN TOOL, INC. Des Moines, Iowa	PAR PONY 5740	Gas	\$ 599	325	Tiller	66" x 38½"
	5750	Gas	\$ 699	340	Tiller	66" x 38½"
FEATURES: Kohler 4 H.P., Kohler 6 H.P.						
BYORLEE, INC. Austin, Minnesota	BUZZ-A-BOUT	Elec.	\$ 545	350	Tiller	64" x 32"
FEATURES: One rider, two bags; batteries good for 36 holes.						
CAPRI MFG. CO. Springfield, Ohio	Manufacturer's 1967 specifications not available at presstime.					
COLUMBIA CAR CORP. Charlotte, N. C.	CLASSIC 800 (3-wheel)	Elec.	\$1195	850	Tiller or auto- motive for both.	89" x 42½"
	MEDALION 804 (4-wheel)	Elec.	\$1395	940		97" x 42½"
	CARLEDA (1-man)	Elec.	\$ 595	433	Tiller	67" x 30"
FEATURES: New suspension system and torsion bar; heavy mildew-proof upholstery.						

*The specifications for these charts were supplied by the manufacturers, and are accurate to the best of our knowledge. Several did not have their 1967 specs ready by presstime, and this has been noted where applicable.*



**ALLIS-CHALMERS SPORTS PRODUCTS**



**COLUMBIA CAR CORPORATION**