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SALES PLANNER

Continued from page 90

Try this close: "I can have these mowers delivered now, or would you rather have them delivered after the first to be billed next month?" Or possibly, "I can get that trap dug next week or would it be better to wait until after the weekend play?" Always try to close by giving them a choice.

The eighth and final phase is to analyze how successful you were. This is another simple step that may be overlooked, and one that never should be. If you win your point you may neglect a review in the excitement of success. If you were not successful, you may be too dejected to care. This is exactly why the eighth step is so important. In the first case, an analysis here would let you see *how* you were successful. There never was a success in any field without the individual having "know-how." A successful sale does something definite to increase your knowledge. See what caused your success, store it in your mind, and try it over and over again.

You also need to analyze why you weren't successful, so you can see where you went wrong. If you keep repeating this wrong approach, you're dead. How many times have you seen a pro golfer practice his swing after a shot. He was analyzing. You have your Sales Call Planner—look at it again, and recall the reaction of your audience. Did someone present an objection you couldn't overcome, or ask a question you couldn't answer? Did your opener "fall flat?" Did the mower salesman ask why you didn't mention the most important feature of the machine?

Use the entire outline. Don't let "old man lazy" sell you on his idea—he has a pretty good outline, too. Work this out on paper several times, and the system will come to you. Many things will become automatic, and with practice you can do many things mentally just as you do things physically. However, you are not born with this type of knowledge. It takes a definite outline of logical reasoning, and practice with critical analysis of your results, good or bad. ●



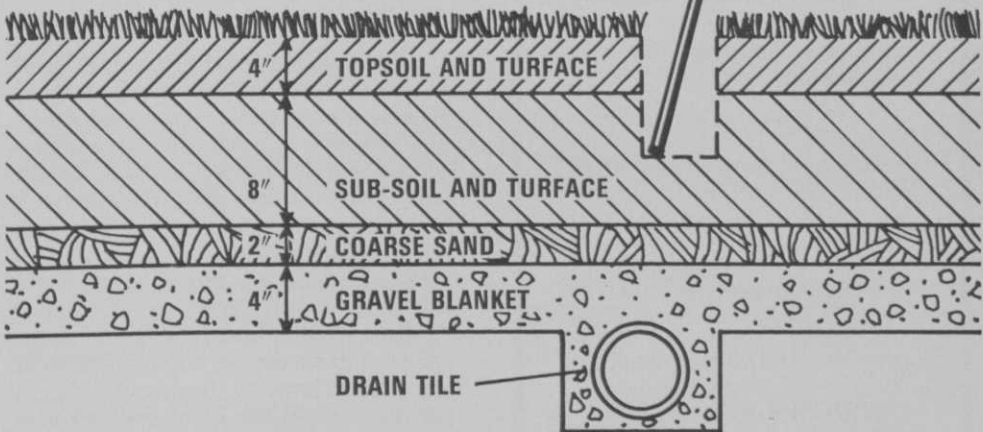
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The diagram below represents (in cross section) an approved method of building greens and applying TURFACE as a soil additive. Write us for further information and application details.



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40-DAY BONUS

Continued from page 62

unshelled nuts, or fall vegetables will help to create an autumn atmosphere; as do the always present multi-colored leaves of fall.

The point to remember is that to attract the Thanksgiving business you must make it as much like "home style" cooking as is possible within your club and its facilities.

Unique presentations, such as the "Thanksgiving in the Williamsburg, Virginia, Tradition" which we use at Northmoor will create interest too. Employees, from doorman to bus boy are attired in 18th Century costumes and for one day we transform our dining room to an Early American atmosphere. Doormen and car parkers wear coachmen outfits, waitresses are attired in Colonial dresses, bus boys wear knee britches, blouses and vests. Bar men and waiters don the dress of Colonial gentlemen and our guests enjoy this "change of pace" in dining presentation.

The pricing of the Thanksgiving dinner is another important factor in the securing of this particular business. Some clubs charge one price for adults, a lesser price for those 12 and under, and even less for the "small fry" under six. When providing whole turkeys, it has proved successful to figure two pounds of raw turkey for each adult, and one pound for each child. Then by figuring \$2.50 per pound you can arrive at a price which is attractive to your membership. Four persons over 12 and two under would result in a ticket of \$25 for the family for complete dinners which included appetizer, soup, entree, vegetables, potatoes, salad, and desserts. This too can become a formula for take out business and will prove very profitable if utilized by your membership.

Even if they decide to have dinner at home, do the cooking there, and not even visit the club on this date; you can reap some of the business through the sale of club specialties such as fruit cakes, pies, roast fowl, salad dressings, and items which they desire even though they cannot be with you. Send them price lists far in advance of the holidays, close orders two days before, and it can only

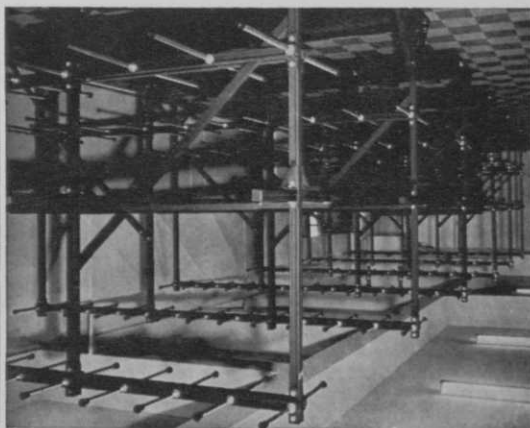
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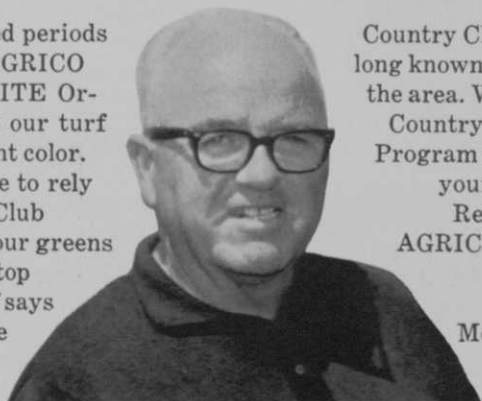
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40-DAY BONUS

Continued from page 94

result in "plus business."

Following Thanksgiving is ample time to promote a football party, either by actually obtaining the tickets, chartering a bus, and taking them to the game, or you might capitalize on the interest in Pro Football by having a "TV Football Party" at your club. Chicago area clubs have spent large amounts for towers and power boosters to bring in the games even when "blacked out" in our area. With all of the games sold out, just this feature alone will bring many out for lunch and do nothing to hinder their staying for dinner. Late season golf might be their reason for coming to the club in the first place, but if you have the pros on TV they will finish in time or even quit to see this great spectator interest sport. One club in Baltimore has a unique party on the days when the Colts are out of town in that they have several sets in their ballroom, but with no sound going. A local former "Pro Great" is brought in, and he narrates the game over the P.A. system. He explains plays, points out rules infractions, and "second guesses" the quarterback. Men and young boys fill the club, and perhaps Mom is there too, playing cards, and they will all stay for dinner. Some clubs have even purchased the TV game over closed-circuit lines, and "sold" tickets to their membership. But no matter how you do it, remember football is a big thing today, and it can help make your club a big thing too.

Do not overlook the potential of the teen-agers and youngsters during the holiday periods. They are out of school for some of this period. Rock 'n roll groups, with a "Coke-tail bar," and hamburgers, potato chips, cole slaw, and ice cream are all they want. You promote it and they will patronize it.

One note concerning what is bound to be a natural reaction: "Who wants a bunch of wild teen-agers at the club?" It has been proved that the type of dress has a great effect on the behavior of the teen-agers. If you make it a "Casual Party," their behavior will be casual or worse. But if you make it a "Dress Up" or formal affair for the teens, they

Continued on page 106



When golf cars get the torture test

Leading golf car manufacturer Cushman Motors takes a leaf from the auto makers' book... subjects its new models to the toughest tests imaginable. The torture includes: 1) powering the cars up a 50% grade; 2) banging them into ditches; 3) hurling them into sharp turns; 4) running them without rest up to 16 hours a day, for 60 days—equivalent of 20 years' normal usage.

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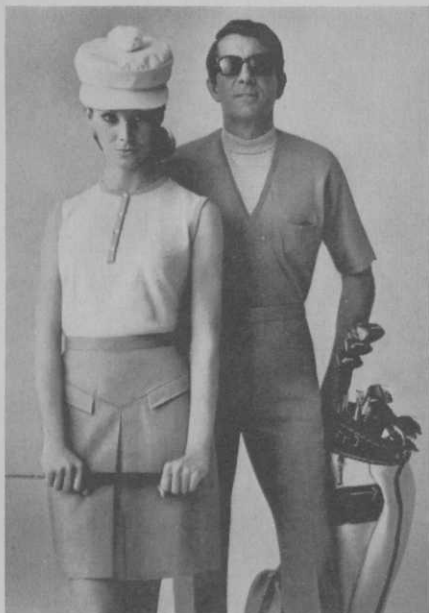
Kohler engines get the nod.

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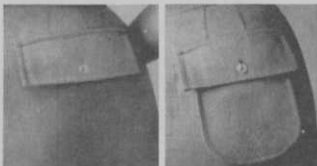
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