Time for a refresher course in salesmanship

By VINCE ALFONSO

A couple of months ago, I told you about the most fantastic salesman I have ever met—except for my Dad, Vince Sr. of course. His name is Tom Tomacello. In that article, I told you how Tom made customers feel acknowledged, valued and appreciated. Well, to-

you about the most fantastic sales-
customers feel acknowledged,
name is Tom Tomacello. In that
day you get some details from
article, I told you how Tom made

and often times, he would ask
spelling. Immediately fol-

lowing the “Name Game” Tom

would go something like this:

“Hi, I’m Tom Tomacello. I don’t
believe we’ve met.”

The customer always gladly
shook Tom’s hand and always
gave their name to Tom in re-
turn. He would repeat their
name, obviously seeking their
approval of his pronunciation,
and

spelling. Immediately fol-

"The Fundamentals of
Salespersonship and Marketing

101" with Tom Tomacello.

“First and foremost, you never,
repeat, never say ‘May I help
you’ to a customer.”

“Why?” I asked.

“It’s simple,” Tom replied.

“They can say no! Then what do
you do?”

Tom handled it this way. He
always introduced himself and
then complimented the cus-
tomer either about their hair,
tan, eye color, beard, shirt,
slacks, skirt, shoes, hat, etc.

He would walk out from be-

hind the counter (something
unheard of in golf shops of the
1970s), extend his hand and flash
his broad smile. The greeting
would go something like this:

"It’s simple,” Tom replied,

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Golf was never meant to be a water sport.

But standing water, poor drainage and water waste are all symptoms of a larger problem—
compacted soil. Water can’t move through it. Roots can’t grow in it. And surface moisture evaporates too
cleverly to do your turf any good.

Wetting agents can help water squeeze through the cracks, but they do little to improve the soil
condition. Healthy turf needs healthy soil.

The answer? Invigorate® Soil Conditioner. Invigorate is a unique liquid polymer system—not a
wetting agent. Invigorate works deep to get to the heart of the problem. As Invigorate polymers unwind,
they actually repair the soil structure, breaking up the crust for a healthier growth medium.

- improves soil structure
- helps restore proper aeration
- helps improve root growth
- reduces water usage
- drains standing water
- makes better use of fertilizers

For sand trap drainage problems, use Invigorate ST. This organic liquid polymer blend can be
applied to sand traps and bunkers by broadcasting or by pouring directly into standing water.

Golfers love it. They can say no! Then what do you do?”

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Changing demographics lead owners to redesign restroom facilities

By JOHN STEELE

E	very golfer who has desperately needed a restroom while on the course will appreciate Bill McGrath's 50th birthday gift to his wife, Mary Ann.

Bill commissioned the construction of a brand new, fully equipped bathroom situated near the 10th hole at Evanston Golf Club, a private club in Skokie, Ill. Bill decided on the unique gift after hearing his wife complain about the lack of restroom facilities on the venerable club's back nine.

The Tudor style, skylighted building includes separate facilities for male and female members, all of whom are welcome to share in Mary Ann's birthday present.

Although unusual, Bill's gift selection calls attention to an increased need for restroom facilities at golf courses throughout the United States. The demand is being fueled by two incontrovertible demographic indicators.

The Signature Series units that Service Sanitation provides Indian Lakes boast a modern design with 20 percent more privacy, flushing toilets, large mirrors and stereo music. It is excellent for outdoor parties and events.

ACKERMAN NAMED GOLF DIRECTOR AT OHIO'S QUAIL HOLLOW

PAINESVILLE, Ohio — Danny Ackerman has been named Quail Hollow Resort & Country Club's director of golf. Ackerman has served 12 years with the Pinehurst Resort & Country Club in North Carolina.}

One is the tremendous increase in the number of women taking up golf. According to the National Golf Foundation, 21 percent of all golfers are women and represent 38 percent of all new golfers. Understandably, a quick trip to the bushes won't do. The growing percentage of women golfers calls for a greater presence of clean, conveniently located restrooms that provide basic amenities such as sinks with running water, mirrors and proper lighting.

The other factor is that Baby Boomers, who are the fastest-growing segment of the golfing public, are, well, getting older. Inevitably, one symptom of aging is that nature tends to call more frequently. According to the U.S. Bureau of Census, by the year 2000, 47 percent of the U.S. population will be 45 or older.

The rapidly shifting demographics have had an impact on Indian Lakes Resort, located in Bloomingdale, Ill. The posh resort offers additional amenities, such as restrooms, to satisfy its changing clientele. Gene Thompson, Indian Lakes superintendent, perceived the need for additional facilities as far back as 1989.

"The majority of our business is corporate outings. Over the past decade, I've seen a dramatic increase in the number of women executives participating in these activities," said Thompson.

During the season, Thompson leases 14 portable restrooms which are dispersed throughout the resort in areas that include both courses, picnic areas, and softball and volleyball fields. Thompson also places several of the units near a large outdoor tent which hosts special events and corporate outings.

"When most people hear 'portable restrooms' they tend to visualize those cramped plastic monoliths that are often found in construction sites," Thompson notes.

"In fact, the restrooms available today are a far cry from the portable potties of the past."

Rich Vegter, vice president of Service Sanitation, Inc., of Gary, Ind., concurs with Thompson. Service Sanitation leases and services portable restrooms to courses throughout the Midwest, including Indian Lakes.

"The portable restrooms have improved in quality substantially over the years," said Vegter, adding, "Today's units are designed to be more modern and visually less obtrusive, with interior amenities that you would expect to find in someone's home."

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