Late one afternoon while sitting at my desk reflect-in on the events that had taken place that day on the
golf course, the door to my office opened and in walked
a man with a briefcase. This is what transpired.

Salesman — I am looking for Mr. Smith.
Smith — I am John Smith.

Salesman I am John Doe from the ABC Chemical
Company. I have some products that can really
help you (he hands me a lucite paperweight with
5 coins embedded in it and starts opening his
briefcase).

Smith — I am not interested (I hand the paperweight
back to the salesman).

Salesman — May I ask why?
Smith — Because your products are over priced for
what you get.

Salesman — I am a new salesman with the company.
The old salesman didn’t treat you right. Let me
prove that I can save you money. What products
do you need?

Smith — I am just starting my weed program. How
much is 2,4-D?

Salesman — What quantity?
Smith — 30 gallon drum.

Salesman — These prices are not for you. No sir. You
get a real special price (he starts writing a lot of
figures on a piece of paper). How does $6.48 a
gallon sound.

Smith — Good, I am paying $7.15 a gallon from XYZ
Company.

I am going to stop the conversation here to illus-
trate a point. Which company would you buy from?
ABC? Sounds logical doesn’t it. The cost per gallon
is 10’; less. That will really help you control your
budget (the manager has been on your tail lately
about costs) which is running considerably over.

Smith — I don’t care about your recommended rate.

How many pounds of active ingredient per gallon?

Salesman — (Looking at sample label) 10,000 square
feet sure is a lot for one gallon.

Smith — There it is at the bottom of the label: ½
pound of 2,4-D per gallon. The product I am buy-
ing from XYZ Company has 4 pounds per gal-
lon. That means your product costs 16 times
more. (See figure I.)

Salesman — How about liquid fertilizer. I can let you
have it in 55 gallon lots for $6.50 a gallon.

Smith — I use liquid fertilizer on my golf course and
I’m paying 50¢ a gallon for it. Now if you will
excuse me I am very busy.

Salesman — But my product covers 25,000 square
feet.

Smith — I said I am very busy. Good day.

Has this ever happened to you? Sure it has, we
have all experienced this situation. How do you stand
up to these salesmen? How can you be sure which
salesman to buy from?

First, do not accept “free” gifts from salesmen.
Do not deal with any company that will not give you
a catalog. Do know how to read a label (both chemi-
ical and fertilizer) and insist on seeing the label before
purchasing. Do not purchase if the concentration of
active ingredient is not listed on the label. Compare
prices of 2 or 3 companies before purchasing.

Lastly, always consider service and reputation of
the supplier. Deal with good reputable companies
that belong to the South Florida Golf Course Super-
intendents Association. They support our organiza-
tion financially, we should support them with our
business.

During these troubled times, management is looking
to the golf course superintendent to give him the best
golf course for least dollar. Can we fill the role?

I would like to leave you with this one thought.
Are you ashamed to have other superintendents look
in your chemical room?

**ANALYSIS OF CHEMICAL PRODUCTS**

<table>
<thead>
<tr>
<th>Material/Gallon</th>
<th>Company XYZ</th>
<th>Company ABC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pounds</td>
<td>4.0</td>
<td>0.25</td>
</tr>
<tr>
<td>Cost Per Gallon</td>
<td>$7.15</td>
<td>$6.48</td>
</tr>
<tr>
<td>Cost/Pound</td>
<td>$1.79</td>
<td>$25.92</td>
</tr>
</tbody>
</table>
| Difference Cost/Acre | $ .89  | $12.96      | 1600%