

COMPANY REVIEW

JACOBSEN - TURF MAINTENANCE SUPPLIERS

FOR over 65 years the name Jacobsen has been prominently identified as a leading supplier of turf maintenance equipment. The company provides mowers, blowers, seeders, aerators, sweepers, etc. that help to preserve well manicured landscapes around golf courses, sports fields and recreation areas. In North America the name Jacobsen is a household name among greenkeepers and their equipment is extensively used on golf courses in many parts of the world, including the UK.

RELIABLE

Chris Smith, manager of Jacobsen, at Kings Lynn, Norfolk, said. "The increasing amount of equipment we have sold in this country is a good indication of the popularity and reliability of the Jacobsen range of machinery. We are also aware that the best machinery is no good if you cannot depend on fast after-sales service. Jacobsen's products line is backed by factory trained mechanics providing speedy, competent service". Chris continued, "Our service agents maintain a large inventory of spare parts

and these inventories are further supported by our computer ordering network, so that any part can be on its way to the customer within 24 hours. With Jacobsen, machinery spends its time on the job, not in the workshop".

Chris went on, "A friend of mine who has been in the golf course business as advisor and agronomist, says that golf clubs are like governments they like a change now and again with their equipment. Once you get them to change it is up to you to ensure that they keep using your products and the way to do that is by giving them the best service.

FAIR

"There is a wide choice of machinery now available in the market place. Competition is keen. We have always encouraged our appointed agents to be scrupulously fair in their dealings with customers and give good service. And that can lead to further sales".

Explained Chris: "When a greenkeeper recommends the purchase of one of our machines to his club and it is approved, it goes without saying we will guarantee he



Chris Smith

gets a first class follow-up service so that he will have no complaints from his committee if any minor faults develop in the machine's performance.

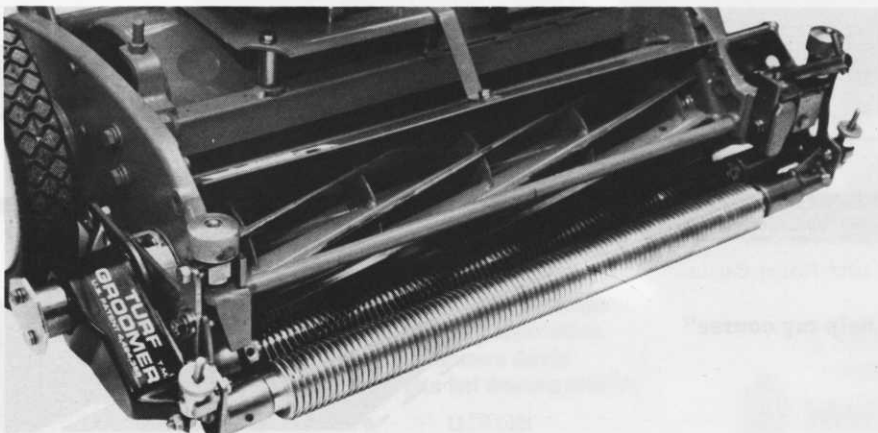
DEMONSTRATIONS

"During machinery demonstrations we like to invite club officials as well as greenkeepers so that everyone gets involved. Practical demonstrations are important because they allow every potential user to see the machine in action and be able to judge its performance under their own particular conditions.

"As a matter of policy we are usually quite happy to leave our demonstration machinery with the greenkeeper for a couple of days to allow him to make a detailed assessment of its capabilities. When an experienced professional uses any of our machines we are confident that he will be impressed by its performance and that is the secret of our success.

"We sell direct through service agents in different part of the country. At Kings Lynn we have a technical service department, spare parts, accounts and sales co-ordination departments, and all work as a team. Our headquarters here are centrally situated for easy access to all parts of the country".

It was Jacobsen that produced the first ride-on Triplex Greens Mower. The Greens King IV is their latest example of the reliable, sophisticated greens mowing equipment that is a tribute to the ingenious engineering expertise of the company. Other popular products among greenkeepers are the Tri-King, Turf-Cat and Gang Mowers. ■



The Turf Groomer™ greens conditioner