



# Real Salesmen Bring Donuts

By Monroe S. Miller

It seems enough time has passed for those humorless souls among us who were offended by our last "real" articles to have recovered. We are, in effect, going to reload and take a few more harmless shots.

Same gun, new target. Easy marks this time. Real easy—I almost feel guilty.

I simply cannot resist the calls for more any longer. The time has come for the sales people in our business to step forward and take a turn.

And, frankly, I received a lot of encouragement and help from a good friend of mine who just happens to be a salesman. His insights were more than helpful, and I thank him. He will remain nameless; I have to respect his request for anonymity.

Good sales people are always welcome in my shop. I learned early in my career that they can be a tremendous resource. They are almost like turf-grass extension agents when they have a good educational background to go with their experience and wide travel.

So here we go. A warning to the thin skinned and politically correct—if you cannot find your sense of humor, do not read any further.

- Real salesmen making early morning calls always bring donuts. Fresh ones, not day olds. If you are coming from the Racine area you may bring a ring of fresh Kringle with you.
- A real salesman NEVER has to ask to borrow a pen.
- Real salesmen NEVER have to ask the golf pro or the clubhouse manager "how do you get to the shop?"
- Real salesmen don't wear:
  - Earrings (saleswomen may, however)
  - Wing tip shoes
  - Polyester pants
  - Bib overalls
- Real salesmen tell the truth at least 50% of the time.
- A real salesman always remembers

the assistant golf course superintendent's and the golf course mechanic's name.

- A real salesman knows he will never sell any piece of equipment with a half hour demo while he looks over everyone's shoulder. That's worse than no demo at all.
- Real salesmen don't show up at the editor's office unless they are *GRASS ROOTS* advertisers.
- Real salesmen brush their teeth regularly and buy breath mints by the case (cheaper that way)
- Real salesmen never gossip.
- Real salesmen don't rip on their competition, preferring instead to sell the strong points of their own line.
- Real salesmen don't have low handicaps. Customers get to thinking that all they do is play free rounds of golf.
- In that same vein, real salesmen don't drive around with their clubs in the box of their pickup or in the trunk of their car.
- Real salesmen show up on time, or at least on the right day of the right month.
- A real salesman doesn't drive a fancy, new or expensive vehicle—Lexus, Explorer and similar brands. Convertibles are forbidden, too. It's pretty tough to convince some of us of how low your prices and bids are as we look out the office window and see a \$25,000 vehicle. Maybe we are jealous—so what? Let's face it—a real salesman would be smart to drive a pickup truck that was a couple years old with a bit of a worn look. It should be clean, however.
- Real salesmen don't try to "act cool". Real golf course superintendents don't appreciate it. Lose the sunglasses on a necklace, wear socks and for heaven's sake, don't dress like a golf pro.
- Just as the real golf course superintendent is disgusted by implications of

the title greenskeeper, the real salesman loathes the connotations carried by the contemptuous title peddler.

- The real salesman knows the jacket size of all his customers!
- Real salesmen don't make their calls wearing tennis, basketball or soccer shoes.
- Real salesmen don't wear a suit for golf course calls.
- When in those situations that call for a coat and tie (the Symposium, for example), real salesmen don't wear a clip-on necktie.
- Real salesmen wipe their nose between calls.
- Real salesmen always pick up the tab when sharing a meal with a golf course superintendent. The reason is that most salesmen usually make more money than golf course superintendents, and they most certainly have a bigger business expense account.
- A real salesman never tries to "smoke" his way through a question. Golf course superintendents are shrewd people and aren't fooled by fast talk and false pretense. If a salesman doesn't know the answer to a question by a superintendent, he should reply, "I don't know, but I'll find out."
- A real salesman knows, either by instinct or through experience, when to leave.
- Real salesmen are able to handle, even enjoy, an occasional humorous jab at themselves.
- Real salesmen keep a case of hats with them at all times.
- In Wisconsin, the real salesman is a Badger fan, or at least pretends to be. If he secretly likes another collegiate team, he does his rooting quietly in a closet. The same is true with the Packers, Brewers and Bucks.
- Real salesmen have their vehicle radios tuned to Rush Limbaugh.

- A real salesman remembers his customers at Christmas. A card or calendar is fine.
- A real salesman actually knows how to operate the equipment he sells, and has actually used the materials he offers.
- A real salesman knows that lecture attendance at educational seminars, symposiums and meetings is time well spent. He knows he might learn something.
- The real salesman isn't a sore loser, and always comes back strong. He doesn't take a lost sale personally, and he doesn't hold a grudge.
- Neither does the real salesman take a sale for granted or assume it's automatic. Real superintendents make business decisions and let the chips fall where they may.
- The real salesman gives his best bid (or lowest price) immediately, NOT after he's learned the competition has beat him.
- "Service" is a word the real salesman understands and actually believes in. 🌱

**Mark Your  
Calendar NOW!**

**WTA Summer  
Field Day**

**August 16, 1994**

**NOER Research  
Facility**

*When It Comes to Turf Management ...*

**NOBODY KNOWS  
LIKE YOUR  
WILBUR-ELLIS PRO**



*Your one-stop shop for all turf management needs. Ask about our complete line of chemicals, fertilizers and seed.*

*Wilbur-Ellis...dedicated to quality, customer service and environmental stewardship.*

Contact Ed Witkowski at

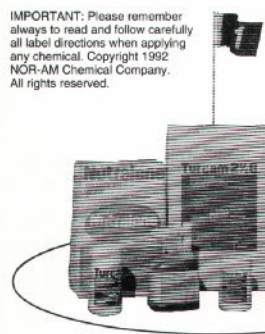
(414) 534-3334 or the 800 number nearest you:

IL 800-747-7400  
WI 800-728-1090



®,™ registered or applied for Wilbur-Ellis Company. ©1993 WECCO

IMPORTANT: Please remember always to read and follow carefully all label directions when applying any chemical. Copyright 1992 NOR-AM Chemical Company. All rights reserved.



## Tee to Green-Six Keys to Successful Turf

### **NITROFORM®**

Ureaform, a slow-release nitrogen fertilizer available in three convenient formulations, Powder Blue®, Blue Chip® and Blue Granular®.

### **NUTRALENE®**

An advanced controlled release nitrogen product derived from methylene ureas. This versatile nitrogen source is completely available within one growing season and is released through hydrolysis and microbial mechanisms.

### **TURCAM®**

An insecticide used by professional applicators to control a wide variety of pests including white grubs, chinch bugs, gypsy moths, webworms and bronze birth borers. Also available in a granular formulation.

### **PROXOL® 80SP**

Fast-acting insecticide controls most species of white grubs as well as many surface pests in fine turf areas.

### **PROGRASS® BC**

Selective herbicide used to control Poa annua and broadleaf weeds in fine turfs such as fairway height bentgrass, ryegrass, bluegrass and dormant bermudagrass.

### **BANOL®**

Completely water-miscible fungicide concentrate applied to turf grasses subject to Pythium Blight, it also prevents several fungal disease that attack ornamentals.

### **NOR-AM**

**NOR-AM CHEMICAL COMPANY**

Specialty Products Division A Schering Berlin Company  
3509 Silverside Road • P.O. Box 7495 • Wilmington, DE 19803