

USING SALESMANSHIP IN THE LAWN CARE INDUSTRY

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The selling process is an orderly and logical means by which a salesperson solves a customer's need with a product or service. The selling process has three basic steps: (1) discover customer needs by questioning, (2) satisfy the customer needs with a product or service that you can supply, and (3) obtain a commitment from the customer to buy. Often there is another step to this process, and that is overcoming objections which may be raised. In the selling process, it is important to give benefits or the advantages that are to be gained by using the service or product.

The sales field is a profession with its own terminology, methods and skills. The superior salesman is a professional who uses a blend of technical knowledge and salesmanship skills to assist the customer. These traits move the sales process from just an order taking procedure to a professional selling activity. Professional selling helps to increase the volume of business, increase profit, and insure satisfied customers.

While some people seem to be born salesmen, some others can be trained to be successful. The following is a starting point to locate sales training materials. This is only a partial list of sources for sales training materials. For additional materials consult business newspapers, university business schools, libraries, and bookstores.

Newsletters and Magazines

Training and Development Journal. American Society for Training and Development, 1630 Duke Street, Alexandria, VA 22313, (703) 683-8100.

Training. Lakewood Publications, Inc., 50 South Ninth Street, Minneapolis, MN 55402, (612) 333-0471.

Dartnell, 4660 Ravenswood Avenue, Chicago, IL 60640-4595, (800) 621-5463.

Personal Selling Power. 1127 International Parkway, Fredricksburg, VA 22405, (314) 474-1877.

Audio and Video Tapes

American Management Association, 85 Main Street, Watertown, MA 02172-9990, (800) 225-3215.

American Media Inc., 1454 30th Street, West Des Moines, IA 50265, (515) 224-0919.

National Educational Media, Inc., 21601 Devonshire Street, Chatsworth, CA 91311. (800) 245-6009.

Nightingale-Conant Corp., 7300 North Leigh Ave., Chicago, IL 60648, (800) 323-5552.

Video Arts, 4088 Commercial Avenue, Northbrook, IL 60062, (800) 553-0091

Training Courses

American Management Association, 135 West 50th Street, New York, NY 10020,
(518) 891-0065

Dale Carnegie and Associates, Inc., 6000 Dale Carnegie Dr., Houston, TX 77036,
(713) 783-5311

Learning International (Xerox), 1600 Summer Street, Stamford, CT 06904, (203)
965-8400.

Wilson Learning Corporation, 6950 Washington Avenue South, Eden Prairie, MN
55344, (612) 944-2880.