

MANY THANKS TO OUR SPONSORS AT CHRISTMAS!

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ALSO
WEST STAR - REFRESHMENT WAGON ON GOLF COURSE
SIERRA PACIFIC TURF SUPPLY - TABLE CENTER PIECES
AUTOMATIC RAIN COMPANY - TEE SHIRTS

ASSISTANT SUPERINTENDENT POSITION OPEN

Applicants should have three years experience in the Theory and Practice of Golf Course Management, be conversant with the use and maintenance of all golf course machinery, and to be able, with initiative, to direct and lead the supporting staff.

Salary is negotiable. Benefits include sick leave, vacation, and truck. Open Jan 1, 1988.

Send resume to:

Terry Leach
% Indian Valley GC
P.O. Box 351
Novato, Ca 94948



Who's In Charge Here?

SELLING

By: Russell J. Bateman

Every day, we are required to sell an idea, project or ourself. Dale Carnegie's book, Five Great Rules of Selling, is excellent reference material. His method is easily grasped, but must be practiced.

The following simplified examples describe the five rules: 1) ATTENTION: "Gentlemen, we have played on an inferior #4 green for the past 20 years." 2) INTEREST: "This fall, we examined the soil profile and discovered a layer of slag 14" below the soil surface." 3) CONVICTION: "The slag was tested by the University of Maryland and was determined to be extremely acid and also contained enough salt to be detrimental to bentgrass roots." 4) DESIRE: "The fourth green has always been an eyesore to the club. We all want good greens to putt on; shouldn't we solve the problem and make the course one to be proud of?" 5) CLOSE: "This is what we must do to accomplish that goal. Let me explain..."

Try to talk in terms of real interest to your members on items such as safety, better playing conditions, faster play, less expensive in the long run, etc. Talk of ideas rather than the project itself. Use charts, slides and drawings to get your message across clearly and concisely. List all solutions with the pros and cons while guiding the reasoning process to your conclusion. Remain neutral about the issue and make certain that the cause, not the symptom, is addressed. DO NOT make exaggerated claims of great improvements resulting from the project. Remember the story of the veterinarian who acted as though every animal brought to him had a very good chance of dying; then if the animal lived, the vet was a hero, and if the animal died, he had predicted that.

CREDIT: Mid-Atlantic GCSA Newsletter