

How to Sell *and Lose* Weed Control Jobs



EVERYBODY has something to sell. Weed controllers have their services: how and where do they sell them? Here's the way L. A. Smith of Azo Chemical Co., Canton, Ohio, says he does it.

We send direct mail to the maintenance head of industrial plants we think need us. We talk directly about weeds, and no one can deny they are a problem, because nearly everyone has weeds. We ask for an invitation to survey the property and offer an estimate. This technique has proved successful.

Any company which owns property can be sold weed control service. As a sampling, we have on our books, such industry categories as: rubber company, steel company, drive-in movie, lumber company, builders' supply, oil company, power company, machine shop, pottery, house trailer sale lot, wastepaper company, junkyard, heating contractor, trucking company, meat packing company, a cooper shop, and a feed mill.

What selling points do we use? We tell customers that

1. Weeds are unsightly, bad public relations
2. Weeds are a fire hazard
3. Weeds are an employee hazard
4. Weeds are economically undesirable

To be more specific, here are some instances where weeds caused losses. A steel company discovered that steel stock stored in stockpile 'layout' yards rusted readily because weeds trap moisture near the ground. High lifts

and carryall tractors could not locate the proper stock quickly and had difficulty maneuvering in high weeds.

Weed removal, in the case just cited, prevented rusting away of steel stock, and saved much employee time because inventory numbers painted on the stock were clearly visible.

A wood-treating plant found that its wood was not curing as fast as it might because the curing lot was weed infested. Again weeds fostered moisture buildup and high humidity near the ground.

Railroads Need Service

Some railroad union groups demand weed control in the interest of safety. There is danger of men working on or near trains slipping on wet weeds. Their shoes do not grasp steel footholds on trains when their feet are wet. High weeds also hide such dangers as broken glass, jagged metal, and nails in boards.

For some reason weeds tend to collect debris. People throw trash into weeds because it will be out of sight. Many people think twice before littering a well-kept ground around an industrial plant or office.

There is an interesting facet of the weed control business, which I humorously call 'How to Lose Accounts.' Strangely enough, the easiest way to lose an account is to do a good job. You maintain the grounds of a plant in good order for a season. Then when budget time comes around, the head of maintenance,

with his record of costs in hand, takes a look out his window and sees no weeds. Since cutting costs is what any business is justifiably interested in, you get cut out of the budget for doing a perfect job of weed control.

Actually, this results from an incomplete selling job. Your sales message must continue to convince a plant manager that without your service, his plant will again be overgrown with weeds, which it will. It would be wrong to suggest that weed controllers leave a patch of weeds conveniently outside the window of the plant manager so he would constantly be reminded of how good you are.

Accounts must get no less than a perfect weed control job, because that's what they're paying for. If we happen to lose an account because it cuts costs and we sold it incompletely, we're fairly certain we'll be called the following spring and get another contract, because we did conscientious work in the first place. There's really nothing else we can do about this kind of 'prodigal account' except try to keep from losing it through constant salesmanship.

Might Be Underbid

There is a second way to lose accounts: be underbid by another controller. We occasionally find that the 'winning' bid was so far under minimum chemical costs that the low bidder, in my opinion, could not possibly have done a decent job.

Upgrading selling and educat-

(Continued on page 49)

Classifieds

When answering ads where box number only is given, please address as follows: Box number, c/o Weeds Trees and Turf, 1900 Euclid Avenue, Cleveland, Ohio 44115.

Rates: "Position Wanted" 5c per word, minimum \$2.00. All other classifications, 10c per word, minimum \$2.00. All classified ads must be received by Publisher the 10th of the month preceding publication date and be accompanied by cash or money order covering full payment.

HELP WANTED

LAWN CONTROL salesman, supervisor and serviceman. If you are experienced in any of the above, then you are eligible for a position with the fastest growing exterminating company in South Florida. Send a résumé including background, education and salary history to Mr. S. A. Tendrich, National Exterminators, Inc., 2990 N.W. 40th St., Miami, Fla. 33142. All applications will be thoroughly reviewed and acknowledged.

WEED CONTROL supervisor needed. Well-established company working in New York and New England States on roadside, utility and industrial spraying. Give experience, education and salary desired in reply to Box 11, Weeds Trees and Turf magazine.

AMBITIOUS sales/serviceman, experienced in turf, weed and ornamental pest control. Excellent opportunity for the right man. Reply: Hydrex Pest Control Co. of California, 3073 Long Beach Blvd., Long Beach, Calif. 90807. Phone: 213 + 426-7644.

FOR SALE

1—Tree spraying rig, 60-gpm, 500 gal., Wisconsin air-cooled engine, \$1,700. 1—Tree spraying rig, 37-gpm, 500 gal. LeRoy engine, \$1,500. 1—Lawn spraying rig, 275 gal., 15-gpm, on wheels, \$300. 6—Hand weed booms, for lawn weed spraying, aluminum, on wheels, minimize drift, quick hand shut-off @ \$45.00. 4—Lufkin measuring wheels, professional accordion-type @ \$35. 15 5-gal. cans All-Wet wetting agent @ \$45.00. Write Box 14, Weeds Trees and Turf magazine.

TREE SPRAYING Business for sale. Long Island, New York. Write Box 15, Weeds Trees and Turf magazine.

How to Sell and Lose Weed Control Jobs

(from page 9)

ing prospective buyers will show the difference between a reputable businessman and a fast-buck artist. Every job which is underpriced will come back to haunt the whole industry.

Businessmen who want to stay in business will offer nothing but service perfection. If service is anything less than perfect, customers lose faith in weed control

altogether, and in the end, no one gets the business.

Last I sound as if I'm against competition, let me say I'm not. Competition which keeps me on my toes is great; it keeps me alert to new products and techniques. Competition which is less than ethical will brand the industry with a bad name, because customers will sour on our service which is truly a real boon to industrial maintenance.

One Engine Provides Drive For 11 Solo Power Tools

A three-horsepower engine that weighs 11 pounds, said to be easily removed from a rotary mower and attached to a cultivator or any one of 11 implements all powered with the same engine, is being introduced by Solo Industries, Inc., Woodside, N. Y.

Designed for the man who needs a variety of machines at a minimum investment, Solo has developed a rotary mower, chain saw, water pump, electrical generator, cultivator, lawn sweeper, circular saw, snow thrower, air compressor, high-pressure piston-type pump and an outboard motor, all of which can be powered with the same engine.

Engine requires but an easy turn of the hands to attach to or detach it from any of the above implements, Solo claims. The engine reportedly operates effi-

Rohde Heads New Kansas Christmas Tree Association

John T. Rohde, of Edwardsville, was elected president of the newly formed Kansas Christmas Tree Association, during a meeting held at Kansas State University, Manhattan, recently. Also elected were D. C. Wesche, Manhattan, vice president; and John P. Slusher, Manhattan, secretary-treasurer. They also serve as directors.

Other directors of the new association are Cecil Delp, St. John; Harold Gallaher, Manhattan; Dr. Ralph Herrman, Seneca; L. B. Stants, Abilene; Ira Wheeler, Manhattan; and Ken McGinness, Olathe.

Advertisers

INDEX TO ADVERTISEMENTS

The Ansul Co.	4th Cover
John Bacon Corp.	39
Baird & McGuire, Inc.	7
The R. H. Bogle Co.	4
Brillion Iron Works, Inc.	2nd Cover
Brooks Products Division, The Tool Steel Gear & Pinion Co.	3rd Cover
Buffalo Turbine Agricultural Equipment Co., Inc.	34
Chandlerlin Seed Co.	37
Custom Spray Equipment Corp.	37
Diamond Alkali Co.	15
J. J. Dill Co.	31
The Eagle-Picher Co.	24
Fitchburg Engineering Corp.	35
Green Lawn Laboratories, Inc.	19
Homelite Division	11
Ideal Crane Division	30
McCulloch Corp.	3
Mitts & Merrill	33
Muench Co., Inc.	39
The F. E. Myers & Bro. Co.	31
Niagara Chemical Div., FMC	17
Pest Control Equipment Co.	41
B. G. Pratt Co.	27
Rowco Manufacturing Co., Inc.	32
Ryan Equipment Co.	5
Seymour Smith & Son, Inc.	36
Solo Industries, Inc.	8
Tennessee Corp.	6
Universal Metal Products	38
Vandermolen Export Co.	14

ciently at maximum power in any position.

With several implements powered by one engine, a substantial saving may be realized since engines need not be purchased for each unit. Another advantage is that an extra engine would eliminate downtime that is possible with fixed-engine equipment. An extra engine can easily keep all compatible equipment in operation if one needs to be serviced.

Complete details on the master engine will be sent on request from Solo Industries, Inc., P. O. Box 128, Woodside, N. Y. 11377.

Michigan Enacts Compact Law

A new Pest Compact Law passed by the 1965 Michigan Legislature, allows the Michigan Department of Agriculture to join forces with other states to fight plant pests.

Under the provisions of Public Law N. 187 of 1965, Michigan will enter into a compact when four or more other states have passed similar legislation.