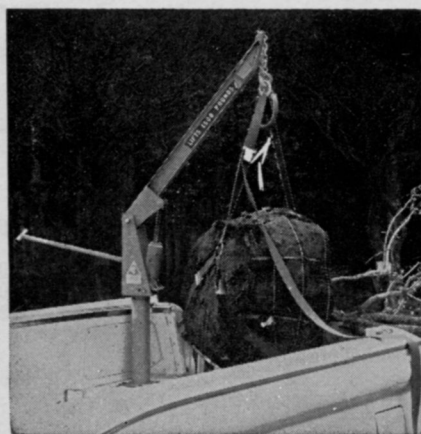


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## Look the Part

This is a touchy subject. No one likes to be told he isn't "dressed" properly. Yet if his appearance adversely affects his livelihood, a friend needs to tell him how he looks to others.

It's not without reason that several speakers on recent conference programs have spoken about the importance of public relations in every phase of the contract spray business. Portland, Oregon sprayman Bill Owen reminded his coworkers at one meeting a few months ago that their unconscious day-to-day business practices constitute their public image. A chemical supplier pointed out that the success or failure of an applicator's business may very well begin with the impression he makes on his prospects and customers.

On several of our field trips we've seen cheap, hastily painted signs on spray trucks that don't do justice to the education and training of the men who own the vehicles. Ofttimes they're covered with weeks of dirt. And then we've watched unshaven field crews in dirty, sloppy old clothes spraying in fine neighborhoods. There are contractors' offices that haven't seen a broom in months; their windows need washing and their outsides could stand a coat of paint.

Before we're accused of living in an ivory tower, we want to remind the relatively few guilty of such practices that it doesn't take a lot of money to make a good impression. A boy can be hired to wash trucks regularly if your own men don't have time to do it. An equitable arrangement can be made to outfit crews in clean, neatly lettered coveralls or uniforms. A professionally executed sign doesn't cost much more than one done by an amateur. By ignoring these things, CAs prevent their own reputations from rising and put the entire industry in bad light.

An investment in the appearance of office and service buildings, of service crews and the equipment they use is just as important as any other sales expense. Self appearance, personal behavior, speech, telephone techniques, carefully typed letters on attractive stationery, courtesy . . . all are part of the total opinion outsiders have of the companies they want to deal with. The impression you make helps build business as effectively, and perhaps more so, than any other type of advertising. Public acceptance of the increasing technical knowledge spraymen have can only be realized if they'll look the part.

WEEDS TREES AND TURF is the national monthly magazine of urban/industrial vegetation maintenance, including turf management, weed and brush control, and tree care. Readers include "contract applicators," arborists, nurserymen, and supervisory personnel with highway departments, railways, utilities, golf courses, and similar areas where vegetation must be enhanced or controlled. While the editors welcome contributions by qualified freelance writers, unsolicited manuscripts, unaccompanied by stamped, self-addressed envelopes, cannot be returned.