



Jim Burdett, left, and Ross Smith, Burdett's, Inc., discuss scheduling of manufacturer representatives for a 5-month program called "Burdett's Walk-In and Talk."

New System for Customer Orientation

WALK IN AND TALK

"Burdett's Walk In and Talk, 1971-72," a new type promotion, has been scheduled by Burdett's, Inc., Lombard, Ill., dealers in seeds, fertilizers and golf course supplies, as a service for customers. Walk-in sessions began Nov. 1, and will extend through Mar. 27, 1972.

More than 20 companies, plus the state of Illinois will provide representatives for a series of "learning bull-sessions." Each firm presents a day-long program at which their particular product line or service is shown and demonstrated. Held at the Burdett's, Inc. warehouse, programs include sessions from 9 a.m. to 12 noon, and from 1 to 4 p.m.

The State of Illinois will be represented by the Horticultural Inspection Supervisor from the Department of Agriculture, division of plant industry.

"Our goal is to give customers first-hand information direct from company representatives," says James R. Burdett, vice-president and general manager of Burdett's, Inc. "We feel that conventions and open houses do not provide everyone with enough time to find out new information, discuss it, and really

nail down the full benefits of new products, or even a better way to use the older ones! At these sessions customers may walk on, question the experts, explain their individual problems, seek a solution and

leave with a new outlook. You can cover a lot of ground when you're face to face discussing something," he continues "and we're looking forward to some enjoyable, informative sessions."

Early in program. Left to right, Art Gerdes, F. E. Myers Co.; Jack Crippan, Crippan Landscaping; Johnnie Naughn, Dept. Mental Health, Ill.; Ross Smith, Burdett's, Inc.; Ron Grundberg, North Shore Spray; and Joe Parch, Dept. Mental Health, Ill.; look over Myers unit prior to Gerdes tearing it down for demonstration.

