

IN THE GREEN



CORON® 28-0-0 Controlled Release Nitrogen

This clear liquid fertilizer provides long term release in a non-burning formulation. Suitable for turf, ornamentals, foliar and deep-root feeding of trees and shrubs. Mixes easily with fertilizer materials and other plant protection products.

CORON Corporation
P.O. Box 198
Souderton, PA 18964
800-338-0836, 215-723-5099
Fax: 215-721-2800

Circle No. 177 on Reader Inquiry Card

A FULL COMPLETE LINE OF **TURF SPRAYERS** FOR LAWN, TURF, TREES & PCO



Super accurate spraying units that work trouble free, season after season, to help you achieve the optimum control in spraying.

OUTSTANDING STANDARD FEATURES:

- ★ Custom Molded Fiberglass Tanks (50-1000 Gal).
- ★ Leak Proof Lids (Hinged).
- ★ SDI's 'Exclusive' Greaseless Mechanical Agitator.
- ★ 9-14-22-35 & 51 GPM Spray Pumps.

EXCLUSIVE OPTIONAL EQUIPMENT:

- ★ SDI 'Equal-Flo' Spray Booms (15-20 & 25 Ft).
- ★ SDI 'QuickFoam' Foam Marker.
- ★ SDI Electronic Boom Control.



SPRAYING DEVICES INC.
P.O. Box 3107, Visalia, CA 93278
(209) SDI-5555 FAX (209) SDI-5591

Circle No. 180 on Reader Inquiry Card

ATTENTION TURF CARE PROFESSIONALS!

America's Finest Commercial
Spreaders Are Here!



Model 2400-P

- 3000 cu. in. hopper
- 11" non-marking pneumatic tires.
- 5" enclosed gears.
- Broadcast deflector.
- 4 serviceable ball bearings and stainless steel axle.
- Double Spread Pattern adjusting plates.
- 1" painted steel frame.

All Stainless Steel

Model 2400-S

Features all metal parts and frame (except wheels) made from stainless steel.
Tractor Pull Models also available.
Ask about them.

EarthWay

P.O. BOX 547
Bristol, IN 46507
Phone: (219) 848-7491

Circle No. 182 on Reader Inquiry Card

DOGGETT

THE TREE FERTILIZER COMPANY

SINCE 1941

PLEASE SEND US THE MOST RECENT CATALOG ON YOUR DIFFERENT VARIETIES OF TREE FERTILIZER AND INDEX OF PUBLICATIONS ON TREE NUTRITION.

NAME: _____

COMPANY: _____

STREET: _____

CITY: _____ STATE: _____ ZIP: _____

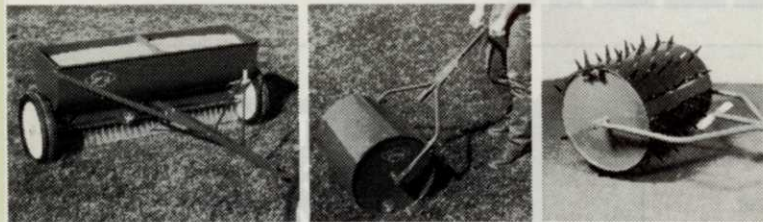


THE DOGGETT CORPORATION
LEBANON, N.J. 08833

1-800-448-1862

Circle No. 178 on Reader Inquiry Card

GOOD GROUNDS FOR GETTING A GANDY.



Our spreaders, rollers and aerators are rugged, reliable and ready to roll!

Gandy Lawn Spreaders are famous for extreme accuracy and rugged design. Stainless steel metering system allows precise application of fertilizer, granular pesticides, seeds — even sand and salt! Model widths of 24", 36" or 42", with choice of push handle or tractor hitch. • Gandy "convertible" Lawn Rollers permit quick-flip handle/hitch conversion. Water-filled weights are 280 lb. for 24"(width)x18" model, and 490 lb. for 24"x24"



model. • Gandy Aerator Attachment clamps quickly around 24"x18" Gandy Lawn Roller. Aerator's welded 2½" spikes are angled to penetrate soil for aeration or to form pockets for seed or fertilizer. • Gandy has been a trusted name in lawn and fertilizer equipment for more than 50 years.

Contact us today: Gandy Company, 528 Gandrud Road, Owatonna, MN 55060. Phone (507) 451-5430.

Circle No. 181 on Reader Inquiry Card

To reserve your space

IN THE GREEN

Call Cynthia Gladfelter at 216-891-2658 or toll-free, 1-800-225-4569, Ext. 658.

CUSTOMER SERVICE TIPS

On customer surveys...

by Ed Wandtke

■ Learning what your customers want or expect from your company is an essential ingredient in customer satisfaction.

Conducting a survey of what customers want will provide you with ideas for improving the level and quality of your service. One effective—and cost-effective—method of surveying customers is to ask questions of any customer calling into the company. Any incoming call from a customer is an ideal time to conduct a survey. They will have an opinion.

Questioning at this time will enable you to receive instant response rather

than a considered or covered response if you were using a questionnaire.

The phone survey should run no longer than 10 questions and should not ask the customer to provide explanations for their responses. Seek answers to specific questions, solicit suggestions from the customer which are directed to improving service, offering additional service, or ask them to rate your overall performance as a company.

Telephone and in-person surveys are a good way to gauge current customer satisfaction with your service. They should also be used to solicit from the customer suggestions about what they would like to see you offer or do differently in the future. Do not rely on input from surveys alone in deciding action or direction for your company. Ask your employees for their input. They are concerned where you are heading and want to be asked to

be involved.

—For a sample customer survey, write to Ed Wandtke, 2586 Oakstone Dr., Columbus, OH 43231-7614.

Next Month:

Learn about a unique way to track employee service efficiency.