

LANDSCAPE MANAGEMENT

is a proud member of these
green industry professional
organizations:

ALCA

Associated Landscape Contractors of
America, 405 N. Washington St., Falls
Church, VA 22046; (703) 241-4004.

American Sod Producers Association, 1855-
A Hicks Rd., Rolling Meadows, IL 60008;
(708) 705-9898.



Golf Course Superintendents Association of
America, 1421 Research Park Dr., Lawrence,
KS 66049-3859; (913) 841-2240.

International Society of Arboriculture, P.O.
Box 908, Urbana, IL 61801; (217) 328-2032.

International Turfgrass Society, Crop & Soil
Environmental Sciences, VPI-SU,
Blacksburg, VA 24061-0403; (703) 231-9796.

National Arborist Association, The Meeting
Place Mall, P.O. Box 1094, Amherst, NH
03031-1094; (603) 673-3311.

National Golf Foundation, 1150 South U.S.
Highway One, Jupiter, FL 33477; (407) 744-
6006.

Ohio Turfgrass Foundation, 2021 Coffey
Rd., Columbus, OH 43210; (614) 292-2601.

PGMS

Professional Grounds Management Society,
10402 Ridgland Rd., Suite 4, Cockeysville,
MD 21030; (301) 667-1833.



Professional Lawn Care Association of
America, 1000 Johnson Ferry Rd., NE, Suite
C-135, Marietta, GA 30068-2112; (404) 977-
5222.

Responsible Industry for a Sound
Environment, 1155 15th St. NW,
Washington, D.C. 20005; (202) 296-6085.



Sports Turf Managers Association, P.O. Box
98056, Las Vegas, NV 89193-8056; (702)
739-8052.

Turf and Ornamental Communicators
Association, 8500 Normandale Lake Blvd.,
Suite 1200, Bloomington, MN 55437; (612)
831-8515.

AS WE SEE IT

JERRY ROCHE, EDITOR-IN-CHIEF



Sales: so detestable a function of our jobs?

Our company's version of Willy Loman was a crusty old coot (long since retired) who never once attended a sales seminar, for two reasons:

1) he believed there was nothing those high-priced consultants could tell him that he didn't already know; and

2) seminars tended to take away time that was usually—and better—spent with customers.

When you walked into his office, the first thing you had to see was a large sign that hung behind his desk. It read:

"Sales is not the entire company, but everybody in the company had better be in sales."

Or something to that effect.

At the time, it was considered trite. But now it's a sign of the times.

Salesmanship is a function of every person in your organization, from the very top to the very newest line-level hiree. The current economy dictates it—whether you like it or not.

Salesmanship extends beyond the scheduled encounter between your senior sales representative and a potential customer. Most times, in fact, the "hard sell" might get the customer—but it's the "soft sell" that keeps the customer.

● It's the seasonal employee mowing a lawn or golf hole who goes out of his or her way to smile and tell the customer or golfer to "Have a nice day."

● It's the company president or golf course superintendent who makes an unscheduled stop at the customer's or greens chairman's home. Just to ask, "How can we do our job better?" or say "Thanks for your business."

● It's the secretary who sends out the Christmas cards and writes a personal note on each and every one.

● It's the customer service manager who doesn't get rattled when someone calls with a complaint, but instead gets to the root of the problem and immediately

solves it to the customer's satisfaction.

Every day of the year, thousands of sales consultants give thousands of companies thousands of seminars. But what it always comes down to is this:

The customer is No.1. Keep him or her happy, you keep your job, you keep your profits.

This, of course, is not always an easy thing to do. Especially for many of us who would rather just crank up the mower and walk lawns, enjoying the fresh air all day.

But the sooner we realize that positive personal contact—with people who count—is the key to doing our jobs better, the sooner we'll be more secure in our positions and more profitable to boot.

We have to remember this all the time, especially when we're hiring new personnel.

The tendency is to hire the applicant who may not be acquainted with all the latest personal hygiene techniques, but who can mow 15 acres a day. The kind of person who gets on the grass, mows the hell out of it, and gets on to the next job. We tend to overlook the more presentable, outgoing person who can only mow, say, eight or nine acres a day.

But the latter person—the kind of person who will take a few minutes to just say hello or ask the customer how the property looks—is one who will ultimately be the savior of your business or your department.

It's not an easy thing, selling your services in this economy. But having everyone on staff helping you sure makes the job easier!

Jerry Roche