

**A** Excellent **B** Good

**C** Average **D** Poor

**EXPERTISE**  
Do they seem to know what they are doing?

**COMMUNICATION**  
Do they take the time to explain their services to you, either in person or by mail?

**TIMELINESS**  
Do they make their visits either when they say they will, or when you want them to?

**PERSONNEL**  
Does your technician/landscaper seem knowledgeable and proficient at the job?

**PLEASE GRADE YOUR LAWN/LANDSCAPE COMPANY IN THESE AREAS:**

**PROBLEM-SOLVING**  
If or when you have a problem with either the company or your lawn, is it handled quickly and efficiently?

**VALUE**  
Are you getting your money's worth?

**SATISFACTION**  
Does your lawn/landscape look better than it did before you had the service?

**SATISFACTION**  
Does your lawn/landscape meet your current expectations?

Source:  
LM mini-survey

themselves, though there was a wide disparity on other reasons for starting the service.

One respondent claimed his yard had "no major problems—I just wanted to make sure there were none (in the future)." Another "wanted a professional so I would not ruin it."

Of the 67.7 percent of the homes not receiving professional lawn/landscape care, 78.6 claimed to be "do-it-yourselfers." Just 4.8 percent—two of 42—claimed that environmental concerns were what kept them from starting such a service.

The three responses in the "other"

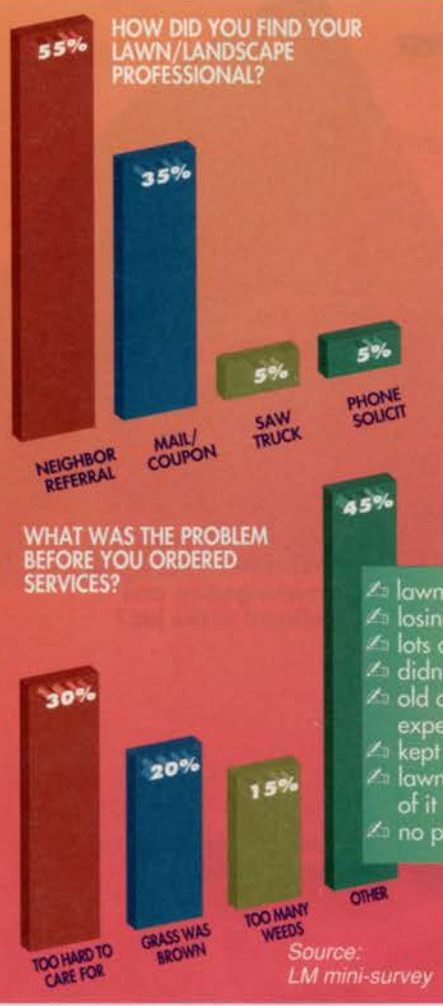
**One of the respondents voiced this complaint: 'We had it one year, and spent money on something we could have done ourselves, cheaper and with fewer problems.'**

category were: "My son does it like a pro;" "We live in the country and do not like a manicured lawn;" "We had it one year, and spent money on something we could have done ourselves, cheaper and with fewer problems."

—Jerry Roche, Terry McIver

*NOTE: This survey was not designed to measure the market saturation of lawn/landscape services in any particular area. It is based on random phone calls within selected neighborhoods.—Ed.*

more on page 12



# Homeowners like recycling clippings

■ Ninety-one percent of homeowners surveyed in Greenfield, Wis. would recommend the city's "Don't-Bag-It" lawn care program to others.

According to the survey, commissioned by BFI Town & Country Waste Service, 57 percent of the respondents also said their lawns improved since starting on the plan. In addition, 42 percent reported saving a

combined total of nine hours each mowing.

and positive information to provide them." Thirty-three respondents to the survey said they have told more than 355 others about the program. Of those 33, 32 reported passing on positive comments. The one negative comment came from a homeowner who prefers to compost.

- Other key responses to the survey:
- 42% said they saved time each mowing; 47% said mowing time is the same.
  - 14% mow less often; 63% reported the frequency as being the same.
  - 55% who did not mulch at all before now mulch all of their lawns.
  - 82% watered their lawns less often or the same.

total of nine hours each mowing.

"This is extremely encouraging," says Mayor James Besson, who

strongly supported the experimental program. "I've received numerous calls from other Wisconsin community leaders about this program, and now I have instructive,

In exchange for recycling their grass clippings and for meeting other guidelines, the survey participants received free use of new Toro Recycler mowers through distributor R.L. Ryerson; and a season's supply of slow-release fertilizer manufactured by Howard Johnson's Enterprises of Milwaukee.



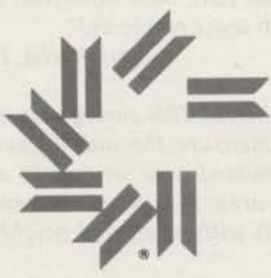
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# Sales, service with a smile

**Do a better job, and everyone associated with the organization will profit financially and personally.**

by James E. Guyette

■ While some green industry professionals may be reluctant to view themselves as sales people, those who encourage employees to hone their sales and communication skills will see the benefits reflected on the bottom line.

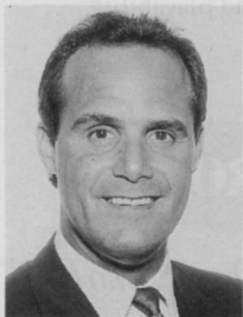
Being sales- and service-oriented creates a marked contrast to competitors who may have a surly attitude toward customers or a non-service "order-taking" mindset among the sales staff.

"Everyone in the company is in sales, in one way or another," says Phil Fogarty, president of Crowley Lawn Service in Cleveland, Ohio.

Even a line-level worker on a truck has an important role to play in the marketing effort. "If he goes up to the customer and looks shabby and doesn't know what he's talking about, it affects the sale," Fogarty explains.

Fogarty enlisted a nationally-known sales consultant, Dr. Hal Becker, to conduct a marketing seminar for Crowley's staffers. Later, Becker was tapped to conduct a similar session for the Ohio Chapter of the International Society of Arboriculture.

"The application of common-sense sales techniques can lead to sales success," says Becker. The personal relationships built up between customers and employees are the driving forces behind sales success, he adds.



**Dr. Hal Becker: Play the numbers game.**

"The better the relationship, the better the chance that a sale will be made. With few exceptions, people buy from someone they trust and like."

Building up a bond of trust and likability involves several factors:

● **Be honest.**

"Treating customers fairly develops credibility," says Becker.

Fogarty notes that exaggerating service quality or pitching a price that's too low can backfire. "Our industry has learned that creating an over-expectation in the customer's mind just creates a high turnover," he says.

"It isn't even a moral issue—it's stupid to be dishonest," Fogarty stresses. A disappointed customer, he believes, will take his or her business elsewhere, and then extra effort is needed just to replace that account.

At Crowley headquarters, a sign reads: "If we don't take care of our customer, somebody else will."

● **Be organized.** "Develop a system so that you know when you called a customer and what was discussed during the conversation," Becker suggests. "Be consistent about following up with both current and potential customers. Keep up with the paperwork and cooperate with the sales support staff."

A daily calendar/organizer is standard issue at Crowley. "They all have organizers on their desks and I encourage them to carry them with them," Fogarty explains. Employees have a daily diary form on which sales and production information is recorded. But "any box with index cards will do the job," Becker notes.

● **Be persistent.** "Play the numbers game," says Becker. "The more prospects you contact, the more sales you make. Be resourceful by developing leads and creating new sales opportunities."

**'With few exceptions, people buy from someone they trust and like.'**

—Dr. Hal Becker

Fogarty encourages his employees to initiate relationships with the neighbors of existing customers. If they like what they see in the yard next door, they're more likely to sign up.

Because estimates are made during the

day, "nine times out of ten, we don't see the customer," Fogarty observes. He insists that each estimate be clear and easy to read. And, of course, the follow-up phone call later is a crucial sales tool.

● **Ask questions.** Another sign at Crowley contains this Becker quote: "Selling is asking, not telling; listening, not talking."

"We can learn a lot about the person's needs by what they ask us," says Fogarty. Then they listen some more. "Anyone who's had inferior service in the past is happy to have someone to listen" to the reasons, Fogarty attests.

And don't interrupt. "Listeners will still be writing orders while talkers talk themselves right out of a sale," Becker warns.

● **Push the benefits.** "Too many salespeople just talk *features*, but you must describe *benefits*," says Becker. "Simply put, a feature is what it does, a benefit is what's in it for the customer."

"We're selling the *benefits* of lawn care," Fogarty says: convenience, knowledge that the job's done right, and having a green, environmentally friendly lawn.

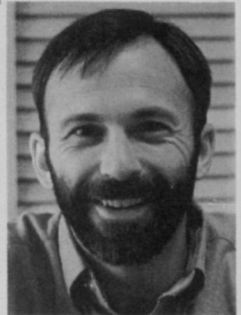
● **Be service-oriented.** Good service drives customer satisfaction and retention. "Always ask what the customer wants and listen to what he or she says," Becker advises.

"It's just being Johnny-on-the-spot," Fogarty adds. "If your price is competitive, the person has to realize that you are the best *value*."

● **Don't win arguments.** Becker says it's good to "remember not to win the battle at the risk of losing the war."

If customers have a complaint, ask what they want us to do, says Fogarty. "As long as it's within reason, we'll do what they want to resolve the problem." Most people are reasonable, he adds, and request smaller favors than might be expected.

—James E. Guyette is a freelance writer specializing in the green industry. He is based in South Euclid, Ohio.



**Fogarty: Sell lawn care benefits.**



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If you'd like to give TEMPO a shot, contact Miles Inc., Specialty Products, Box 4913, Kansas City, MO 64120. (800) 842-8020.



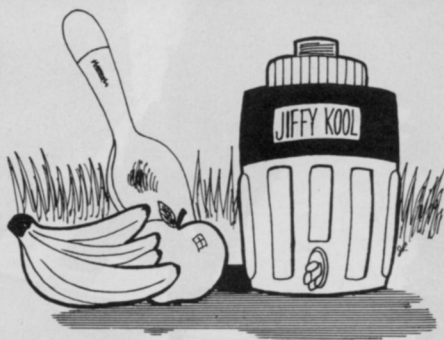
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# Avoiding summer burnout

by E.T. Wandtke



*I arrived at the office on Monday at 7 o'clock. It was already 82 degrees outside, and the weatherman was predicting a high of 95.*

*My truck would not turn over. Frustrated, I went back into the office to call the mechanic. My plan was to have him come over with tow truck and tools. While waiting in the office, I received two phone calls from employees who said they would not be in.*

*And so, I knew, it would be a long week.*

■ Many of us have been faced with similar situations. Typically, they result from five symptoms: high temperatures; overworked employees; long days; employee turnover; and equipment failure.

The key is to spot the symptoms before they occur, and prevent problems.

**Keeping productivity up**—Productivity during extremely hot days typically

falls, but it can be recovered.

Two tips to remember when you are faced with hot, unpleasant temperatures:

**1)** Provide your employees enough water to replenish lost fluids. A large cooler like those used by football teams is ideal. Water on site will reduce the need for your mobile workers to stop for a drink, and thus increase their efficiency.

**2)** Provide fruit for your employees to snack on. One banana can supply many of the essential nutrients needed for peak performance. Fruit while in transit will replenish sugar the body needs faster than cookies, candy and doughnuts.

**Overtime and turnover**—Turnover starts when employees work excessive overtime many weeks in a row.

However, workers in this industry typically know that overtime is unavoidable. So they pace themselves for a 10-hour day instead of an 8-hour shift. This can actually lead to a decrease in efficiency during the 8-hour shift. To prevent this, you may need to plan in advance to hire additional help.

Planning what needs to be done in a given week helps you organize your crews efficiently and productively. After the plan has been drawn up, delegate weekly responsibilities to crew chiefs. This will motivate them to work harder, since they have a goal. In return, managers will have more time to concentrate on office work.

Should you hire more help? A few more employees might help smooth out your work week. Part-timers can revitalize the crew and reduce overtime.

Let key employees have a week off during the summer. It's an excellent reward that will allow you to evaluate crew efficiency.

**Reasonable expectations**—Employee turnover results from being "overworked and underpaid," and from a lack of desire to work (the unavoidable quitters).

To help minimize turnover, establish realistic expectations each week, and reward the crew when the job is done.

Incentives should be simple and quick, like daily attendance, weekly production efficiency, and safety/maintenance contests. Keep employees' minds off the weather and focused on the work.

**Don't be a stranger**—Keep the channels of communication open.

A simple greeting can go along way. Respect and positive feedback can keep morale high and keep employees excited.

**Reducing equipment failure**—Equipment breakdown is the stress factor that's easiest to avoid.

Cleaning and maintaining equipment will not only save you the hassle of breakdown, but will also increase the life of your equipment.

Much of this maintenance may take as little as 5 or 10 minutes a day. Simply checking to make sure everything is clean and all fluid levels are correct can save money in the long run.

—Ed Wandtke is a principle in Wandtke & Associates, 2586 Oakstone Dr., Columbus, OH 43231; (800) 966-3546.

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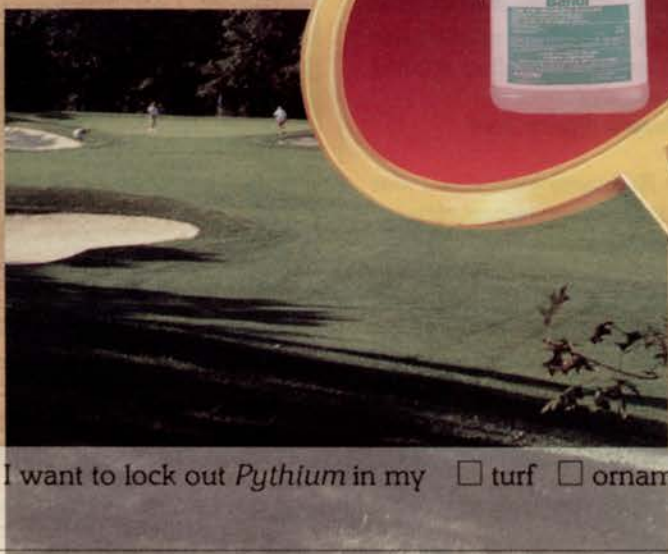
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# Tree maintenance is an integral part of landscape work

**Pruners, injectors, mist blowers and aerial lifts—vital in the tool arsenal of those entrusted with tree care.**

■ For most landscape operations, tree care plays a vital role in the appearance of the final product.

Though some golf course superintendents prefer to contract tree care, most have their crews "do it themselves." The same holds true for park and school landscape maintenance departments. And LM research shows that more and more lawn/landscape businessmen recognize tree care as being a viable add-on service.

Last month, LM sent a questionnaire to suppliers of tree maintenance equipment—specifically, manufacturers of tree pruners, tree injectors, mist blowers and aerial lifts.

## LITERATURE

**Fanno Saw Works** is a leading manufacturer of pruning saws and accessories. Its 8-page brochure details folding pruning saws, pole saws, special purpose saws and accessories.

**Circle No. 300 on Reader Inquiry Card**

A 52-page product catalog from **Husqvarna** highlights a wide range of forestry equipment, including saws and power cutters.

**Circle No. 301 on Reader Inquiry Card**

**Forestry Suppliers Inc.** has a 532-page Agricultural Catalog that includes mist blowers, tree injectors, pruning equipment and tree climbing equipment, and other tree maintenance tools.

**Circle No. 302 in Reader Inquiry Card**

## PRUNERS

No need to worry about climbing ladders to remove branches and limbs. **Echo Incorporated's** new SRS-2100 Aggressor makes quick work of removing 4½-inch diameter limbs up to 14 feet in the air.

Powered by a 21.2 cc engine, it removes limbs quickly, easily and safely, all through the reciprocating action of an exclusively-designed blade. The Aggressor has a 71-inch heavy duty shaft that houses a four-strand cable drive.

The 11.3-lb. Aggressor is evenly balanced for easy operation.

**Circle No. 305 on Reader Inquiry Card**

The Model D Power Pruner is the only portable, tele-



**Technic Power Pruner**

scoping pruner available, says manufacturer **Technic Tool**. The insulated unit is designed for pruning near high-voltage sources. It is certified to withstand 100,000 volts per foot of length for five minutes.

The Power Pruner is lightweight and equipped with a unique driveshaft that extends from 7 to 11 feet. It also has an auto oiling system.

**Circle No. 306 on Reader Inquiry Card**

**Stanley's** PR 40 gives you heavy duty cutting power right from your tree trimming vehicle or bucket truck. Its lightweight head design

## AERIAL LIFTS

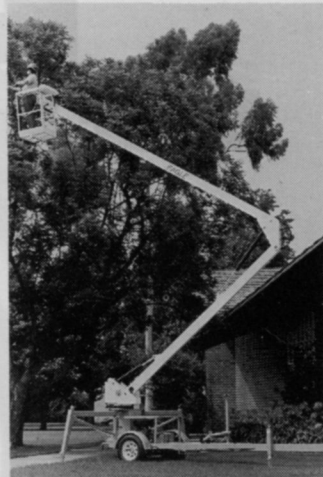
**Ameriquip** says its Eagle 44 lift is "unique, convenient and easy to operate."

Integrally mounted, heavy duty, quick-adjust outriggers stabilize the entire lift, not just the trailer. The unit provides improved stability, Ameriquip says, even on uneven terrain.

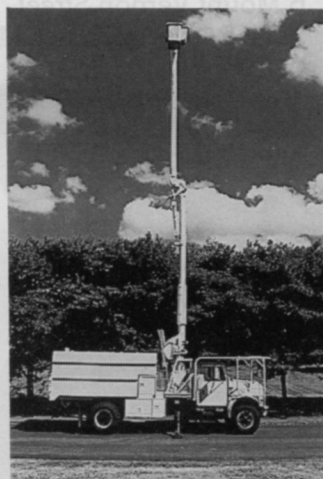
The trailer-mounted Eagle 44 keeps your truck available for other jobs. And the positive, internal bucket leveling enhances its operation. The easy-entry bucket levels automatically through the entire range of motion.

Another entry in the Eagle line, the T-40, has a 40-foot working height and 23-foot side reach. It has 360-degree continuous rotation and full feathering controls.

**Circle No. 303 on Reader Inquiry Card**



**Ameriquip Eagle 44**



**Aerial Lift of Connecticut**

The AL-60 from **Aerial Lift of Connecticut** will reach a working height of 60 feet. It has a 43-foot-plus side reach at a working height of 31 feet and a 50-foot horizontal side reach.

Other Aerial Lifts are the AL-50 and AL-52 which, the company says, have continuous rotation and lower boom over-center feature so maneuvering around wires is done with ease.

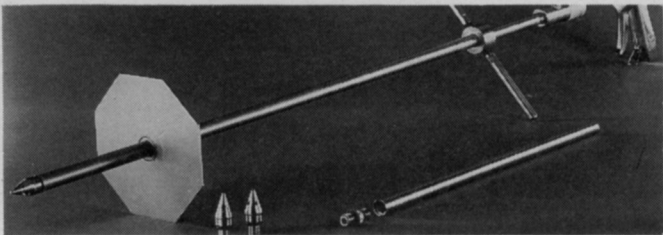
Aerial Lift products have positive bucket leveling, an insulated work platform, 135-degree articulated lower boom and 215-degree upper boom.

Aerial Lift products meet the most current 1990 ANSI A92.2 standards.

**Circle No. 304 on Reader Inquiry Card**



## TREE INJECTION EQUIPMENT



**Rootfeeder #201-RF**

The **Green Garde** Rootfeeder #201-RF, for use with the JD-9C high pressure spray gun, is a ruggedly-build soil injector.

It has a chrome-plated adjustable handle and foot plate. The basic unit is designed for pressure root feeding from 2 to 10 inches deep. Though a two-hole tip is included, other tips are available.

You may also purchase 18- and 36-inch extensions for ground probing and other placement applications.

**Circle No. 307 on Reader Inquiry Card**

The **Lesco** Fertijector is for injecting fertilizer granules and soil conditioners into the rootzones of trees and shrubs.

The unit features simple push/pull operation. Its hopper's capacity is 10 lbs. It can inject from one teaspoon to ¼ lb. of granular product up to 10 inches into the soil.

The Fertijector provides dustless application, and is clog-proof because the material flows from the hopper, not through the rod.

**Circle No. 308 on Reader Inquiry Card**

**Arborchem's** tree injector is for use with injectable tree growth regulators, pesticides, and some fertilizers and nutrients. Its independent cylinder operation allows single or multiple precision operations.

The Arborchem injector is a completely self-contained portable unit with no moving parts.

It is powered by CO<sub>2</sub> cartridges, and easily adaptable for trunk or soil injection. It can be custom fabricated to meet the needs of the user.



**Arborchem injector**

**Circle No. 309 on Reader Inquiry Card**

## PRUNERS (cont.)

makes it easy to handle, and full power on both the closing and opening of the jaw make it fast and safe to operate. A unique safety feature is the built-in hand guard which, if removed, de-activates the tool.

The PR 40, which can cut limbs up to 2¼ inches, extends 84 inches.

**Circle No. 310 on Reader Inquiry Card**



**Stanley PR40**

**Tree Technology Systems** has a full line of nationally-labelled insecticides, fungicides and fertilizers in new leakproof Arbor-X microinjectors.

The feeder tip of the ArborX injector and the feeder section are welded to the barrel. A special O-ring seals the plunger in both the shipping and pressurized position. The used injectors are returned to the factory for secure disposal.

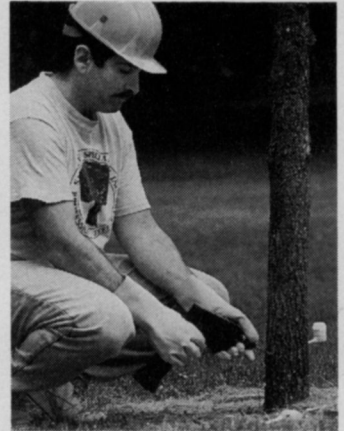
**Circle No. 311 on Reader Inquiry Card**

The **Mauget** micro-injection process is the oldest and most widely-used system in tree care.

With the Mauget method, trees can be injected with either fertilizers, insecticides, fungicides or antibiotics. It can be used on trees growing in urban or metropolitan settings where the trees frequently have limited or restricted root systems.

Mauget also provides professional product training at various sites across the country.

**Circle No. 312 on Reader Inquiry Card**



**Mauget system in use**

## MIST BLOWERS

The gasoline powered backpack mist blower was developed by **Solo** more than 30 years ago. Its Mistblower Port 423 remains on the cutting edge of technology with a height range of up to 26 feet or a horizontal range of up to 32 feet.

The Port 423 is powered by a 5 hp two-cycle Solo engine. The liquid formula is fed through a four-position adjustable dosage sleeve at the nozzle. By using different nozzles, the spray system can be adjusted wider or narrower or be deflected for treatment from underneath.

Accessories include a twin nozzle, a dusting kit, a booster pump and a ULV-dosage selector.

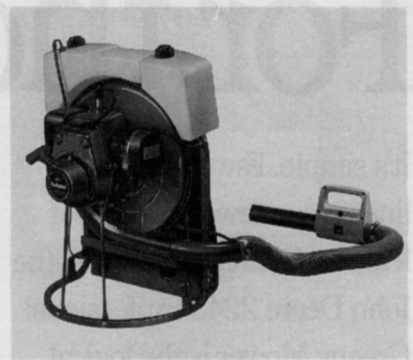
**Circle No. 313 on Reader Inquiry Card**

The Porta-Pak from **H.D. Hudson** is a motorized back-carried sprayer that applies concentrated pesticides in minute droplets at ultra-low dosage rates.

Its effective range is more than 50 feet horizontally and more than 40 feet vertically. It treats up to 7.5 acres with one pesticide tank load.

The Porta-Pak features a strong tubular metal frame that weighs 45.5 lbs. loaded. Adjustable straps have wide shoulder pads and the contoured backrest is padded with foam.

**Circle No. 314 on Reader Inquiry Card**



**Hudson Porta-Pak**



# For those who've tired

It's simple. Fewer hydraulic lines mean fewer chances of leaks or failures. That's why the John Deere 2243 Professional Greens Mower is the logical choice for work on your most precious ground—your greens.

The 2243 uses a single hydrostatic transaxle instead of multiple wheel motors. It replaces traditional hydraulic motors, hoses and fittings with a single, sealed component.

In addition to reducing

hydraulic lines, the transaxle delivers quick machine response and built-in dynamic braking on slopes.

Add the advantage of the 2243's patented offset cutting units that reduce perimeter