



control, from spring to fall, of the environment.

In addition to its environmental characteristics, Dimension gives you unparalleled flexibility. It's the only turf herbicide that can control crabgrass with either a preemergence or early post-emergence application. Or, with a preemergence application of new Dimension on fertilizer, you can keep fairways and roughs healthy and keep crabgrass away.



To do a better job of looking after your course, without overlooking the environment, call: 1-800-323-1421.



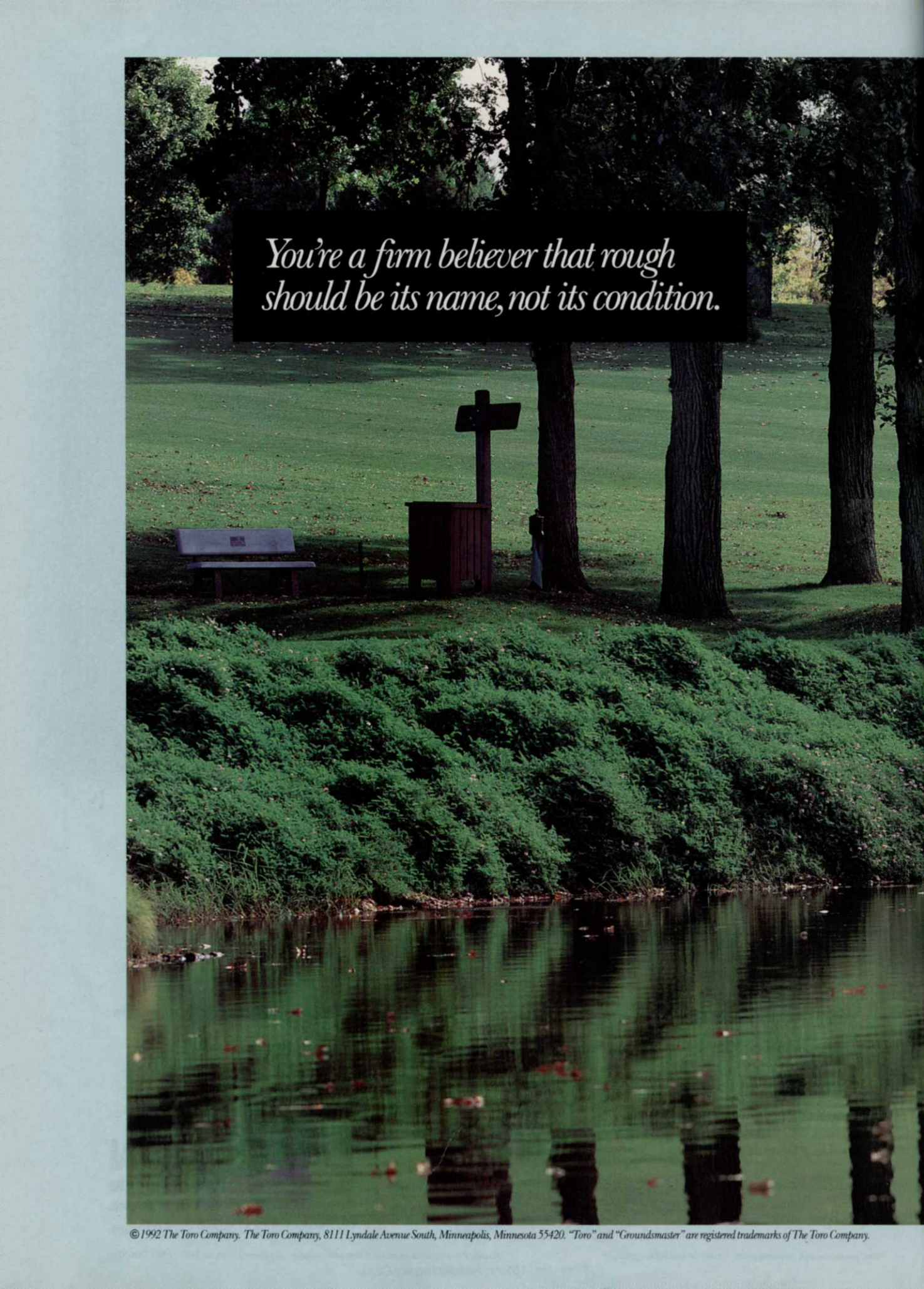
DIMENSION
Turf Herbicide
by Monsanto

The toughest thing to emerge since crabgrass.

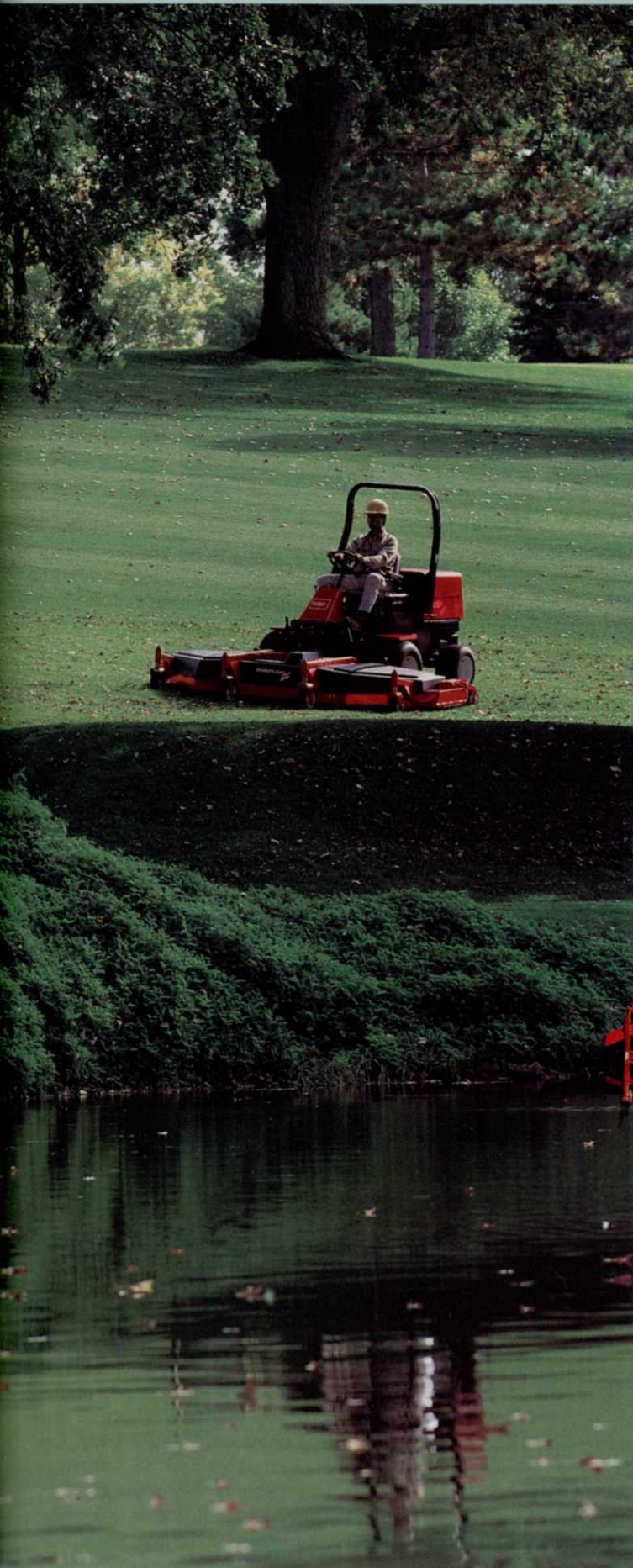
*Some precautions apply on putting greens. Consult the label before applying.

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Circle No. 161 on Reader Inquiry Card

A photograph of a park scene. In the foreground, a calm pond reflects the surrounding greenery and trees. The middle ground features a dense thicket of green bushes along the water's edge. Behind the bushes, a wooden bench sits on a grassy area. To the right of the bench is a wooden signpost with a cross-shaped top. Several large, mature trees with thick trunks stand in the background, their leaves creating a canopy. The overall atmosphere is peaceful and well-maintained.

*You're a firm believer that rough
should be its name, not its condition.*



*R*oughs can be beautiful.

And playable. If you've got the time. Toro's

Groundsmaster® 455-D cuts that time in half.

Because it's the first rotary mower designed

specifically for golf course roughs.

Extremely maneuverable, it gives you a consistently superb quality of cut at higher heights. Even around trees, bunkers and other obstacles. That means you have more time to spend on other areas of your course.

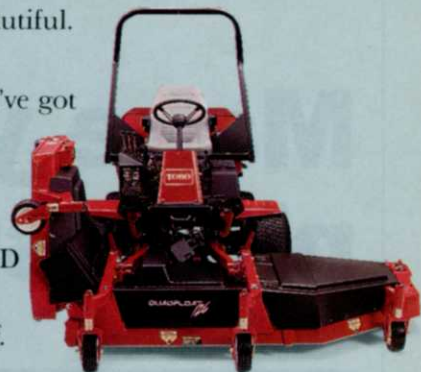
It's one more way Toro has worked with golf course superintendents

for well over half a century. To provide

you with all the precision engineered

tools you need.

Especially when the going gets rough.



Groundsmaster® 455-D. Extreme maneuverability means increased productivity with superb quality of cut.



Groundsmaster® 580-D. 16' cutting width plus great moves. Also available: compact, nimble Groundsmaster 223-D.



Helping You Put Quality Into Play.™

Circle No. 155 on Reader Inquiry Card

Make your sales pitch snappy

Use your pallet of experience to paint a colorful picture when first meeting a prospective customer. More on p. 26.

■ When trying to sell your landscape services, you'll never have a better opportunity than your first.

So say three landscape managers who were part of an Associated Landscape Contractors of America (ALCA) panel session at the Green Industry Expo last November.

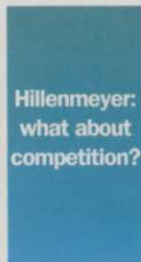
"Sales presentations are made up front, not at the tail end," says Mike Guthrie of Ground Control Landscaping, Orlando, Fla.

"I *show* the client I want to work for him," adds Judson Griggs of Lied's Nursery, Sussex, Wis. "That starts with the first phone call. No matter how busy you are, you've got to show some excitement and genuine interest. That first phone call can make or break you."

Guthrie says he'll send prospective customers a brochure and references. An offer to drive them to some of Ground Control's properties is not out of the ordinary. "I *want* them to check me out," he notes. "I know they won't hear anything but good things."



Griggs:
what about
customer?



Hillenmeyer:
what about
competition?



Guthrie:
what about
brochure?

Face-to-face—The first interview is all-important.

Guthrie suggests arriving at the site 30 to 45 minutes early. "Drive it, walk it," he says. "Tear the (existing) landscape apart, but don't get negative."

Griggs says you should "try to go in without any pre-conceived notion of what the landscape should look like.

"Shut up and listen to your client, initially," says Griggs. "You want to find out what makes them tick. If they don't tell you, you have to start asking the right questions. Get them talking so you can understand their goals. Explore what they're telling you; don't take it at face value."

Griggs says this process is very personal, especially on a residential property. You have to use open-ended questions, take a lot of notes, or even take a tape recorder along.

"In most instances, people are interested in getting the most for their money," Griggs notes. "We like to tell the client we'll meet his objectives in the shortest time at the lowest possible cost. We tell him we'll be responsible for the whole exterior environment."

One of the initial keys is trying to establish a budget. That way, you know what design suggestions are possibilities and you can begin throwing ideas at the prospective client. "Make sure you and the client are both on the same page," Griggs interjects.

Talking money—Then comes the preliminary budget.

"I develop a preliminary concept, but I'm not spending a lot of time on it," notes Griggs. "You paint the picture of what they should expect. I might throw

out a couple ideas and get the client's reaction.

"The preliminary budget has some round numbers to get the client making decisions. I'll also let them know what's *not* in the budget, so there are no surprises later."

Negotiated bids are handled slightly differently.

"On a negotiated bid, we try to find out as much about the customer and the competition as possible," says Steve Hillenmeyer of Hillenmeyer Nurseries, Lexington, Ky. "Talk to other employees at the company. Ask questions. I like to make the first visit a fact-finding mission."

"When you sit down with those people, you'll be amazed at what they'll tell you. A few will even tell you what their budget is."

Guthrie adds, "Negotiating usually gets down to man-hours. There comes a time when you have to do some value engineering. There are decisions you have to make, and it's a give-and-take; you have to weigh each individual situation."

All three do complete and total analysis bids or budgets, depending on whether the job is negotiated or not. Most of the bids/budgets are many pages long (see example).

In the final analysis, remember that there's usually a reason the prospective client gave you that first telephone call. From that point on, "there's a real fine line between sales and BS," Guthrie notes, and it's up to you to toe that line, and to convince the customer that you're the best company for the job.

—Jerry Roche

ITEMS	QUANTITY	UNIT PRICE	TOTAL PRICE
Site Preparation	1	1,200.00	1,200.00
Planting	1	1,200.00	1,200.00
Irrigation	1	1,200.00	1,200.00
TOTAL BUDGET			\$1,200.00



For mowing performance features, nothing else can make this cut.

Superior greens start with superior greens mower features. And the all-new Greens King® 422 is loaded with them.

Exceptional side-to-side, front-to-rear balance and a more compact roller base help accentuate your greens' details, rather than your mower's limitations.

Our new 11-blade, electronically balanced reel delivers an unbelievably smooth cut, even down to 5/64." Plus, our exclusive Turf Groomer® option simply produces faster, truer, healthier greens than any imitator.

Clutch performer.

No other walking greens mower can touch the 422 for reliability. Our all-new clutch has been tested out to the equivalent of 70 years of operation, without any adjustment or lubrication.

The same eye for quality extends throughout this unique machine—from our space-age, long-life bearings and bushings, to the most durable drive belts made, to the powerful, high-efficiency 4-hp, 4-cycle OHV Honda engine.



With features like drop out drive drum, reel and bedknife, and easy, slide-apart traction roller with built-in differential, the Greens King 422 cuts maintenance time as neatly as it cuts grass.

See for yourself why it's a whole new ballgame, ask your Jacobsen distributor for a complete demonstration.

THE PROFESSIONAL'S CHOICE ON TURF.

**JACOBSEN
TEXTRON**

Jacobsen Division of Textron, Inc.

Circle No. 116 on Reader Inquiry Card

IT'S A WHOLE NEW BALLGAME.

Ask About Our
PRIME PLUS
90 DAYS
SAME AS CASH
See Your Dealer
For Details

Breaking the ice

When prospecting for commercial clients, get to the point and show you can deliver.

■ Prospecting for and winning new commercial clients takes more than just being in the right place at the right time.

If you want that office park or corporate headquarters contract, you've got to prove you can handle the project to begin with, and have some references to back it up.

Here's what three buyers for major Indiana-based companies told us they like to see in a sales approach and presentation:

Linda Byers, Eli Lilly Co.:

● "Contractors have to know the business and know their own limitations." If you're mailing to a prospect for the first time, the brochure has to be an attention-getter.

● Keep your first presentation short and sweet. A portfolio with *good quality* photographs is important.

● Leave the boots at the office; dress like a pro to match the surroundings.

Ed Grenier, American United Life Insurance Co.:

● "Just about anything that complements the product we sell is an asset," and that includes the property.

● "The best advertising is the finished product. If I can drive by and see something that is beautiful and attractive, that's the best advertising there is."

● *Active* association membership is a plus.

● In the initial meeting, appearance, sense of humor and knowledge of the business all count.

Nick Rush, Cummins Engine Co., Inc.:

● "I talk to others in the profession to find out who they might recommend."

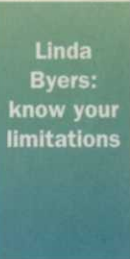
● "Be persistent; let us know you're out there. Be capable, professional and trustworthy. Show that you're able to live up to the expectations of the project."

● At the close: cost (not necessarily the lowest), quality, ease of delivery, communication skills and trustworthiness win the day.

—Terry McIver



Nick Rush:
be
persistent



Linda Byers:
know your
limitations



Ed Grenier:
first
impressions
count



Primary salt damage is found along areas along roads.

Helping landscapes recover from snow and ice damage

You and your customers might be surprised to see all the damage done by winter snow plows and salt. Here are some spring fix-it suggestions.

by James E. Guyette

■ Even a successful winter snow and ice removal program can rub salt into the spring wounds of landscape managers when they take stock of the damage done to turf

and plants.

Heavy use of salt or other materials, including urea and other alternative products for ice-melting on sidewalks, streets and parking lots, can damage concrete and harm bordering lawns and ornamentals.

"Around homes, it's common for March rains to wash heavy amounts of residual ice-melting products into neighboring turf," says Dr. Bill Pound, turfgrass specialist at Ohio State University. "This raises the soil's salinity level. Salt draws water out of grass roots and burns roots that it touches. At high saline concentrations, this can damage or kill grass."

Pound receives phone calls every spring from people seeking advice about plants injured or killed by winter ice control. Most calls come from landscape contractors who maintain pavements around institutions such as hospitals, and who spread heavy amounts of deicing materials to clear sidewalks and driveways.

Pound says to use only enough material to melt the ice and snow, or alternatives such as sand, or sweeping up any excess salt residues before they're washed into neighboring lawns or flowerbeds.

In many cases hard rainfalls will wash salt out of the soil, allowing it to recover. "It all depends on how much rain and water you move through that profile," says Pound. But in some circumstances, turf damage may have already occurred. In late winter or early spring, yellow or brown strips up to two feet wide will appear along the pavement.

continued on page 31

Use only enough de-icing material as is needed to melt the ice.





The inspiration for the world's
finest utility vehicle
came from an unlikely source.

Introducing...

The new GATOR™ 6x4

ALL OTHER UTILITY VEHICLES HAVE



The similarities are striking. They're all tough and rugged, yet they go about their business in a quiet manner. Each carries a low center of gravity, keeping them stable and always on their feet. Heavy loads are not a burden. And they roam in places where others fear to tread.

Each one is an animal. But only two are utility vehicles.

Introducing the new Gator 6x4 and 4x2 from John Deere. The only utility vehicles

made today for both on-turf and off-road work.

These two Gators do have their differences. The 6x4 (six wheels, four-wheel drive) is powered by an 18-hp, liquid-cooled V-Twin engine.

As for the 4x2 (four wheels, two-wheel drive), its power comes from a rugged 10-hp, air-cooled engine.

But it's what the Gators share that sets them apart from the rest.

Stability, even in uncertain times. Besides a low center of gravity, the Gators feature an off-set operator's seat for better balance. Three turns lock-to-lock steering for precise maneuvering.



and 4x2 from John Deere

JUST BECOME ENDANGERED SPECIES

Even hip restraints and a passenger grab handle for extra support.

Right next to stability is durability. Like their namesake, the Gators are rugged, inside and out. On the inside are wet-disk brakes, a heavy-duty transaxle, and an

arc-welded frame with unibody construction.

On the outside, you'll notice the fully-independent front suspension, forged rear-axle housings, and the quality, ribbed-box construction.

But it's in the performance category where the Gators truly dominate. With the lowest ground pressure in the industry, low sound levels, a differential lock, and hefty

payload and towing capacities.

Their numbers are even more impressive, as you'll see on the following page.



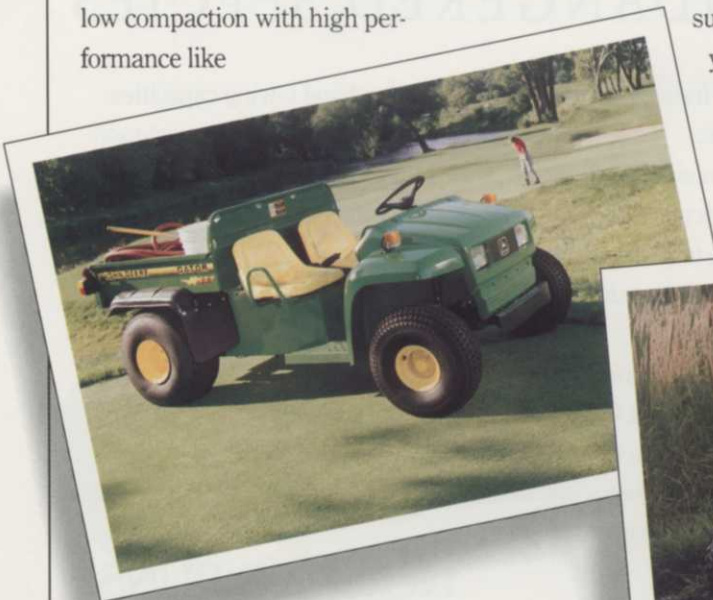
**NOTHING RUNS
LIKE A DEERE®**



Off-road or on-turf, the best of both worlds

Whether they're down on the farm, or just off the green, the Gator 6x4 and 4x2 are always within their element. No other utility vehicles combine low compaction with high performance like

these two do. And, when stability, durability, comfort, and ease of operation are considered, it's easy to see why the John Deere Gators are such a rare breed. Test drive one today at your local John Deere dealer.



4x2

6x4

Engine

Make KH1
Type 4-cycle gas
Cylinders 1
Valving Overhead valves
Horsepower (SAE J1940) 10
Lubrication Full pressure
Cooling system Air

Make KH1
Type 4-cycle gas
Cylinders 2
Valving Overhead valves
Horsepower (SAE J1940) 18
Lubrication Full pressure
Cooling system Liquid

Fuel system

Capacity 5.0 U.S. gal. (18.9 L)

Capacity 5.0 U.S. gal. (18.9 L)

Transmission

Type Continuously variable transmission (CVT)
Differential lock Standard; hand operated
Ground speed 0-15.5 mph (0-25 km/h)
Transaxle Fully enclosed; oil bath
Brakes Wet-disk in transaxle

Type Continuously variable transmission (CVT)
Differential lock Standard; hand operated
Ground speed 0-15.5 mph (0-25 km/h)
Transaxle Fully enclosed; oil bath
Brakes Wet-disk in transaxle

Steering

Rack and pinion with Ackerman-type geometry

Rack and pinion with Ackerman-type geometry

Ground pressure, max.

With 200 lb. operator only 5.6 psi (.39 kg/cm²)
Fully loaded vehicle 7.5 psi (.53 kg/cm²)

With 200 lb. operator only 6.9 psi (.49 kg/cm²)
Fully loaded vehicle 7.1 psi (.50 kg/cm²)

Dimensions

Length (without bumper) 99.6 in. (253 cm)
Length (with bumper) 100.2 in. (255 cm)
Width 59.8 in. (152 cm)
Height (overall) 43.6 in. (111 cm)
Weight (incl. fuel/fluids) 800 lb. (364 kg)
Payload capacity (including 200 lb. operator) 900 lb. (408 kg)
Turn clearance circle 22 ft. (6.7 m)

Length (without bumper) 103.9 in. (264 cm)
Length (with bumper) 104.5 in. (266 cm)
Width 59.8 in. (152 cm)
Height (overall) 43.6 in. (111 cm)
Weight (incl. fuel/fluids) 1015 lb. (457 kg)
Payload capacity (including 200 lb. operator) 1200 lb. (544 kg)
Turn clearance circle 24.8 ft. (7.6 m)

(Specifications and design subject to change without notice.)



**NOTHING RUNS
LIKE A DEERE®**

