

Select
BARRE
NEWSLETTER

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About Our Cover Picture

This is a view of the BGA monument display at the recent national convention in Louisville. In addition to the Barre Granite Association monument exhibit, individual Barre companies also displayed monuments on the exhibit floor as well as in booth spaces.



"It was a great convention, one of the finest I ever attended."

"Louisville is a wonderful town. The monument display was the best I have ever seen." "Your Barre manufacturers certainly went all out to make the convention worthwhile."

These remarks are typical of those made by the hundreds of retail monument dealers who attended our monument industry's 1964 national convention in February at Louisville. Your friends in the Barre Granite Association came home from Louisville satisfied that this convention really was one of the best.

A total of 52 people were there from Barre, to attend the convention. This number did not include the independent wholesale representatives. Barre Granite Association manufacturers exhibited nearly fifty monuments and presented dealers with literally thousands of folders, souvenirs, booklets, illustrations of new designs and other material.

The beautiful display of Select Barre Granite monuments, manufactured by member-companies of the Barre Granite Association, offered the retail monument dealers a good idea of the wide variety of designs and of the superb workmanship available from Barre. A number of dealers were also favorably impressed by what they thought was the reasonable prices of Barre manufactured monuments.

At the BGA booth, the dealer-aids display featured the full line of sales and merchandising aids Barre produces for dealers. Beautiful colored slides of the Barre granite industry were projected to a 2' x 2' screen. A new indoor Barre Guild Monuments clock sign was introduced at the Louisville conven-



A view of part of the BGA monument exhibit at Louisville, Ky., at the recent national convention of the monument industry.

tion. We expect to have it in production soon. You will be hearing more about this clock sign and how you may obtain them in forthcoming issue of your Select Barre Newsletter.

To those of you who like ourselves were fortunate to be at the Louisville convention your Barre friends say, "thank you very much for visiting our displays, we were very happy to see you." To those of you who were unable to go to Louisville, we say, "we hope to see you at the national convention next year." In any event, we would like to extend all of you an invitation to come to Barre at any time. It would be a pleasure for us to show you around "the granite center of the world."

ALL NEW!

Jewish Monument Folder "To Be Remembered"

Here is the answer to your problem of what type folder can be sent to Jewish families.

Now it is possible for you to keep on hand a supply of these attractive — sales producing Jewish monument folders, all imprinted with your firm's name and address, ready to be mailed at a moment's notice to your prospects of the Jewish faith.

Examine the enclosed "To Be Remembered" Jewish monument folder, noting these quality features:

- Fine printing in three colors on heavy coated paper.
- Eight beautiful Jewish monument illustrations.



- Nine illustrations and descriptions of popular monument symbols.
- Strong, effective selling messages stated clearly and simply.
- Entire one-half of back page for your imprint.
- Fits handily in regular size #6 $\frac{3}{4}$ envelope and requires only minimum postage.

Mail your request for a supply of these Jewish monument folders today, and we promise to have them imprinted and on their way to you within one week from receipt of your order.

It will help if you use the handy order form that is enclosed for your convenience. Remember to include your correct imprinting information.

Because your Barre manufacturers help pay for these folders, you may obtain them for only five cents each. The price includes three lines of imprinting on orders of 100 or more folders.

Enlarged photographs of the monuments shown in the "To Be Remembered" folder can be obtained from Elmo Peduzzi Design Service, Barre, Vermont.

Monument Selling with Bud Cain

A column of common sense about selling monuments at retail edited by Bud Cain, Manager of Dealer Services, at the Barre Granite Association.



There's No Other Way to Sell Monuments Except Through Effective Communications

Think for a moment and I am sure you will agree that your monument sales depend upon your ability to effectively communicate with your prospective purchasers in one way or another. The more effective you become in communicating your sales messages to your prospects the higher will be your sales volume and the better chance you will have to make a profit.

What is the best way to communicate with a prospective purchaser? The answer is: No single way of communication is always the best. This is easily understood when you consider the differences among the people to whom — and the conditions under which — monument sales are made.

There are three kinds of communications you can use to put your sales message across to your prospective purchaser. The first is through the use of

printed material, the second is by talking to him, and the third is by demonstrating personally or through visual aids. Your prospects are influenced by what they read, hear, and/or see about you.

Today, I would like to discuss with you the use of printed material, mainly because we at the Barre Granite Association have made a special study of the effectiveness of this method and we have made it a point to produce printed material that does sell monuments.

I firmly believe in using printed material to sell monuments at retail because it has advantages which lend themselves ideally to our business. For example:

1. A letter or folder can describe and illustrate monuments clearly and attractively. The information can be easily absorbed by your prospects.

2. Monument prospects will not be offended to read monument folders and letters soon after bereavement, whereas they might be offended if you made a personal call.

3. Letters or monument folders pave-the-way for your later personal call. They can establish a favorable identification of you and your company which will be recalled by the prospect when you meet him face to face.

4. The use of printed material (such as folders) can be an easy way for you to create a quality image of your retail firm. The appearance of the folders, the way they are written, and the monument illustrations produce a favorable picture of your firm in your potential customer's mind.

5. The use of monument folders and letters can be a relatively inexpensive way of communicating your sales story and of publicizing your firm to your potential customers.

There are more advantages; however, the five listed above should convince you of the big help letters and particularly monument folders can be to you in selling

(continued on next page)

Monument Selling with Bud Cain (continued)

monuments. When making up a monument folder there are several things you should keep in mind to make them effective instruments of communications. An effective folder doesn't "just happen." It is the result of thorough study of the market, also careful preparation and thoughtful layout of the folder itself. Here are a few rules to keep in mind that will make your own monument folders more effective.

1. Your sales message should be clearly expressed and kept fairly short.
2. Write your sales message in terms of the prospect's interest.
3. All statements and claims should be true. They establish the integrity of you and your firm.
4. The general appearance of your folder should be pleasing and attractive and above all should give the impression of neatness and quality.

When you examine the folders the Barre Granite Association produces for retail monument dealers, you will see that we have followed the guidelines that are set out above. These folders incorporate those qualities that will help convince your prospects of the soundness of buying a quality monument from your firm.

I urge you to order a supply of the new Jewish folders and also some of the folders entitled "Why A Monument?" Under the Barre Granite Association's "Share-the-Cost" Plan, your BGA manufacturers pay part of the cost of these folders, therefore, they are a very good buy for you. Use them on appropriate occasions and these folders will help to persuade your prospects to take the particular action you desire — that of buying their monument from you!

Good monument folders will help you work smarter — not harder. Remember, if you don't advertise *yourself* — you will be advertised by your competitors.

RETAIL SELLING TIPS

Think of the salesmen who call on you regularly. You'll find that the more successful ones are well informed, interesting to talk to, and well worth spending time with. You should make it a point to keep yourself well informed beyond a knowledge of your own company, your products, and your services so that people, particularly prospects, will enjoy talking with you.

A good monument salesman is as much a competitor and record breaker as a good athlete. All successful monument salesmen compete against themselves as well as against others by keeping their past personal sales records and trying to beat them.

Success in selling monuments *breeds confidence* — and *confidence* also *breeds success*. Show your confidence by maintaining a positive attitude and high spirits. Expose this confidence to your monument prospects. You'll find out that it is contagious. It will help them to say "yes" to your proposition. Your confidence comes from a thorough knowledge of your products and how to sell them.

Do you know what a "buying urge" is? It is that point when the prospect becomes interested enough to possibly say "yes" to your offer. Good monument salesmen

"Why A Monument?"

A new folder that sells the monument idea.



Here is a new folder that contains convincing reasons that will motivate people to erect monuments.

It is designed specifically to be given to people who have to be sold on the monument idea even before they are ready to listen to your sales proposal.

When a person asks you the question "Why should I buy a monument?" you must be ready to answer him, otherwise you will not make a sale. This folder packs a big wallop and it will help you sell those monument skeptics that exist in every community.

These folders have another use too.

This new "Why A Monument?" folder is also ideally suited for you to distribute at public affairs such as open houses, shows, county fairs and other types of public gatherings. Many dealers find that they can find many new monument prospects by participating in this type of activity. These new folders have six different types of monuments illustrated. The reason for this is to show people that there are a number of different types of memorialization. This may stimulate their imagination and give you a better opportunity to upgrade your sale.

We suggest that you order a supply of the new "Why A Monument?" folder today. At the low share-the-cost price of four cents each (including three lines of free imprinting) these will be a wonderful addition to the mailers you are now using.

are always prepared to use a trial sale closer whenever they believe the prospect has reached the buying urge point. Unfortunately, some monument salesmen think they must go through their entire sales presentation before attempting to close the sale. As a result the proper moment for closing the deal may have passed them by (for good).

Closing Sales

Having started off your presentation with a conviction that you're going to make a sale, be mentally prepared to close the order at the earliest opportunity. To determine whether or not your prospect might be at the "buying urge" point, ask trial closing questions during your sales presentation. Questions like, "Of course, you'll want us to have your monument erected before Memorial Day?" . . . "Isn't this the very kind of monument you've been looking for?" . . . "Aren't these the monument advantages you are interested in?" . . . "Which of these two styles of monument lettering do you prefer?" Whenever you receive agreement from your prospect to a trial close question, then follow up with a try at completing the close by continuing with closing statements until the prospect either signs (or balks at signing) the order. When they balk you either pick up the presentation from where you left it, or start over.