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BARRE
NEWSLETTER

VOLUME 8, NUMBER 1

AUGUST, 1966



SPONSORED AS A DEALER SERVICE

BY THE BARRE GRANITE ASSOCIATION



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EDITORIAL

About Our Cover Picture

About 300 appreciative monument dealers have already attended our idea-sparking Business Conferences. Illustrated on the cover of this month's Select Barre Newsletter is a copy of the Conference Booklet which is given to every dealer at the conclusion of the day's meeting. We would like you to have a copy of this Conference Booklet, there is one qualification — you must attend the Conference in order to receive the booklet.

Why not have your state officers arrange to set up a Monument Dealer Business Conference sponsored by your Barre friends on some date convenient for your group.



Education To Profit You!

Several hundred retail monument dealers have been privileged to attend a unique one-day school sponsored by the Barre Granite Association. It is called a Monument Dealer Business Conference. It has already been held in seven different cities in the Eastern part of the United States.

This Conference gives a retail monument dealer one full day of sure-fire ideas and techniques to help him sell Barre Granite Monuments. The Conference leaders are Pete Carr, a top retail monument salesman, and Arthur Olinto, a CPA who really knows the financial end of monument retailing. *There isn't a dull moment from start to finish!*

These Barre sponsored Conferences get right to the heart of what many dealers need and want:

1. Techniques of selling high quality versus low price.
2. How to work out a simple but effective pricing schedule.
3. Setting up a Monument Inventory Card.
4. How to make more money on lettering jobs.
5. How to set up and maintain your accounts.
6. And many others.

Dealers tell us this is the *most practical* one-day course ever designed to help dealers sell Barre Granite Monuments. If you have not attended this Conference why not contact one of the officers of your state dealer organization and ask about the possibility of the Barre Granite Association putting on one of these fascinating and sure-fire programs for you and your fellow dealers. Naturally your Barre friends do not want to conflict with any other Association activities. Only retail dealers can attend, and we like to keep the group to less than 50 persons.

An added extra you will get by attending these Barre Conferences is an attractive certificate to display in your office. This will impress your customers and indicate your progressiveness to your local community.

Milt Lyndes

BGA General Manager

DOES BARRE HAVE YOUR CORRECT ADDRESS?

We hope that you will notice the envelope in which this issue of the Newsletter was sent to you. Your Barre friends want to make sure that we have your correct name and address, and particularly your zip code.

It won't be long before zip codes will be required for all third class mail.

If you would like us to make any changes in your mailing address please let us know and we would be happy to oblige.

Monument Selling Tips

The monument salesman who *looks* successful has something going for him the moment he walks through a customer's door. He *looks* as though he works for a good company. He *looks* as though he were accustomed to influencing people and closing sales. In short, he inspires *confidence* in the product he is selling.

When a customer says "Your price is too high" you should know immediately that you must provide a double barreled answer. First, try to look at the objection from the customer's angle. Second, approaching it from that angle you must then try and sell *high value against low price*.

Selling value versus price in the monument industry boils down to one or more of these points: (1) Dependability and/or longer life of the monument; (2) exclusive benefits you can give with the monument; (3) better service from your firm; (4) general higher quality of workmanship and/or granite. These are the points you must work on when you are faced with a value versus price situation.

Another helpful hint when you are selling quality versus price: It is a good idea to show your customer photographs or actual monuments that illustrate the value of high quality.

A good monument selling technique is to get your customer into the act. Give him something to do, something to look at. Get him involved in one way or another. Hear-

ing is one of the least convincing of the senses. It is always more effective for him to *see* pictures or *see* monuments and *touch* samples. Strangely enough, people are much more apt to understand and believe what they see and touch rather than what they hear.

Self criticism is vital to the success of a monument salesman. The top monument salesman is capable of being severely critical of himself. He is always trying to improve his weak points, and in doing so he steadily improves his sales volume. Remember: "A successful salesman is not born, he is made."

Most monument customers have been *under sold*. The tragedy of this fact is that the customers you sold yesterday or last year now have monuments that you cannot point to with pride to convince the new customers you are trying to sell. Remember that *if you sell good monuments today it is easier for you to sell good monuments tomorrow*. Your past monument sales are a *permanent advertisement* for your firm.

The heart of a good monument presentation is to go easy on your vocal chords and rely on your head and your ears. Don't be in such an all fired hurry to tell your monument prospect about your product or service. First, you must find out about *him*. Ask him leading questions; show your interest in his answers. Warm him up with your close attention. By that time you will have sufficient personal information to start presenting ideas that will appeal to his interests.

Be an optimist. Don't be discouraged by a customer's objection to your monument sales pitch. An optimist will tell you that objections are helpful because they show you exactly what has to be done in order for you to make the sale.

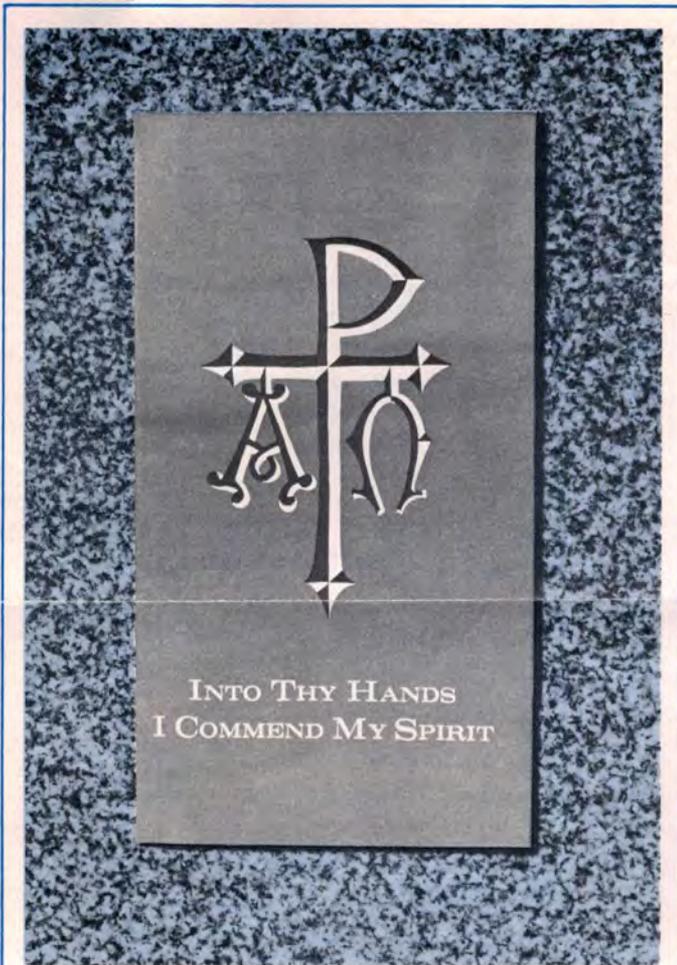
IS THERE A BRONZE-NAPPER IN YOUR NEIGHBORHOOD?



Certainly you have heard of a kidnapper. But have you ever heard of a bronze-napper? He is a person who knows that bronze is getting scarce and he is out to pick up all the loose bronze he can lay his hands on. This includes bronze markers in the cemetery.

Copper is an essential part of bronze, and right now there is an acute shortage of copper. This is why the price of bronze markers is going up. Historically, whenever bronze becomes scarce there are always more cases of stolen markers from cemeteries.

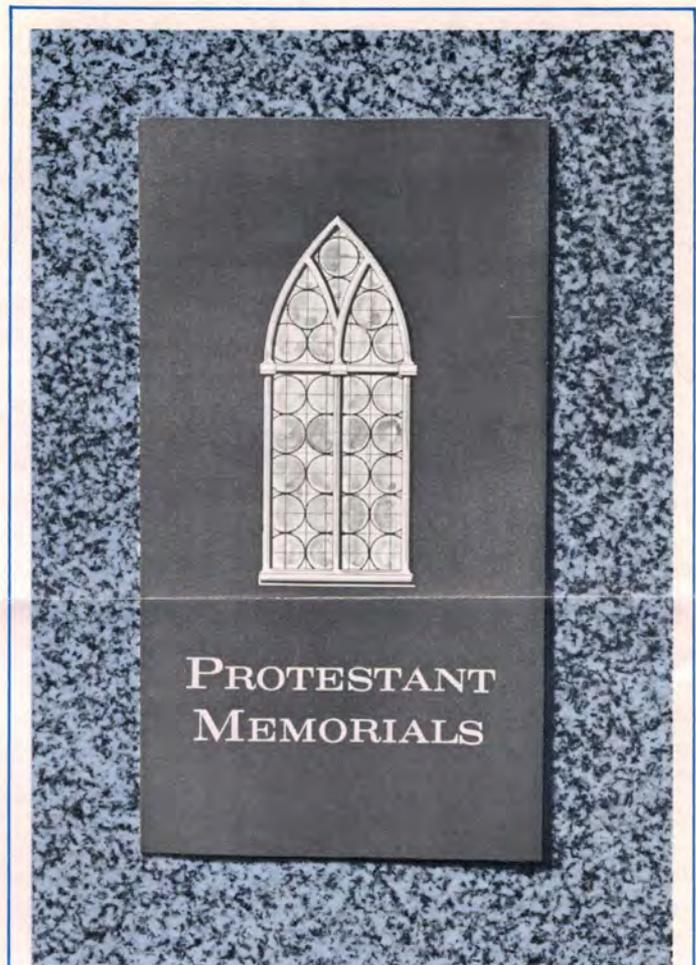
We think this is an excellent point for any retail monument dealer to make in discussing the pros and cons of bronze versus granite. As Walter Beretta, Director of Monuments in New York City once said, "Almost any junk dealer will fork over the price of a couple of drinks for a bronze tablet." So, as the price of copper goes up, up, up, beware of the bronze-napper.



This beautifully designed folder is made especially for you to send to bereaved Catholic families. It contains eight medium-priced Barre Guild monument illustrations. It also illustrates some of the more popular Catholic symbols that appear on monuments.

You may order this two-color folder (it fits a No. 6 envelope) in any quantity for only five cents each. And don't forget, you get up to four lines of imprinting free-of-charge.

This share-the-cost price is a real bargain for any monument dealer who is interested in selling the finest product in the world — a beautiful Barre Guild Certified Catholic memorial.

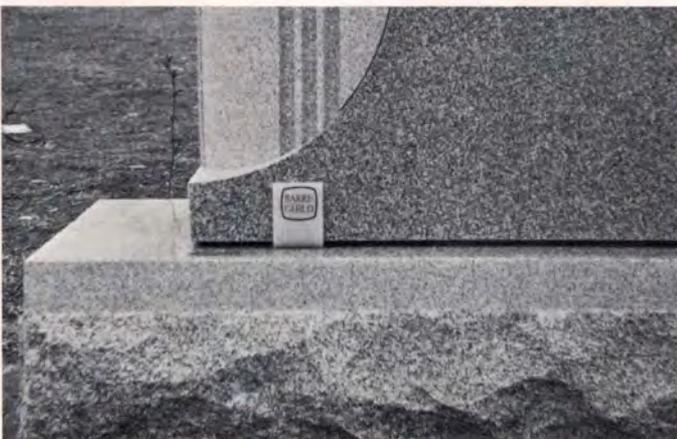


"Protestant Memorials" is a monument folder made especially for bereaved families of the Protestant faith. This unique folder fits a No. 6 envelope and contains eight original Barre Guild monument designs in the medium-priced range. It also has a number of Protestant symbols clearly illustrated and identified.

We have never seen a two-color monument folder for Protestant families as attractive and compelling as this little folder produced by your Barre friends.

The price of this folder including four lines of free imprinting is only five cents each. What a bargain for any retail monument dealer! How about ordering a supply today?

Tests Show Your Monument Should Be Identified



Do you identify the monuments in your display? Tests show that it will help you to have a visible trademark or some other "point of sale" promotion adjacent to the monument. This draws attention, creates interest and desire on the part of your customer.

The above picture shows a useful display cushion with the world famous Barre Guild trademark in attractive color. This is sold in a kit which includes three setting cushions and the display cushion.

Try it! Our tests show that this will brighten up your monument display and help sell quality memorialization. We have arranged for you to order these from the Safetyloid Company, 151 Foundry St., Wakefield, Mass., at a reasonable price. This firm also has a retail monument business, so you can bet these items have been successfully sales-tested.

