You Are the Most Important Person in the World

To me you are the most important person in the world — you are a retail monument dealer. You are a memorial consultant who advises and assists your customer in choosing a family memorial that will speak to future generations.

In your community you are the authority on memorialization. Therefore, you should know the meaning of various memorial symbols and how a monument design can be personalized in order to make it meaningful to the family. As a memorial specialist you believe in the significance of different styles of lettering. You also know how helpful an epitaph can be. You understand the significance of religious faith for a family and you oftentimes make the memorial itself a prayer for the deceased.

You are an authority on the memorialization of a fellow human being.

As an authority you understand and appreciate the various kinds of granite that are available for memorials. You know that memorial stone is available in many different colors; that each memorial stone has its own characteristics. But above all, you are convinced that the monument you help design must be made of a stone that has a reputation for dependability, a stone that is “right” for memorial art, a stone that will actually give prestige and value to the family name, a stone that will reflect your good name and reputation.

As an authority on memorialization, indeed as a professional advising a client, I hope you will not hesitate to make your views known about the importance of Select Barre Granite as a memorial stone. When a gray granite monument is appropriate for a family, you as a professional will not hesitate to recommend Select Barre Granite as the finest monumental stone in the world — a stone that will give prestige to any family name.

As an authority on memorialization in the community, you are relied on by your clients to provide professional advice in the purchase of a memorial that will inspire reverence, faith and hope for the living — truly a task that merits the ultimate in memorial stone — Select Barre Granite.

Milt Lynes
BGA General Manager

About our Cover Picture

The President, at work on his inaugural address at his Texas ranch home last January 16, uses a pen from the Barre granite desk pen set in foreground of picture. The set was presented to Mr. Johnson by the Barre Granite Association.

ADVERTISE

by Grenville Kleiser

Is the business outlook bad?
Advertise.

Think the money market mad?
Advertise.

Grumbling never pays the rent.
Worry does not yield a cent,
If on profits you are bent,
Advertise.

“Good times” is a state of mind,
Advertise.

Faith pays dividends, you’ll find,
Advertise.

Rise above depression’s mist,
Delete dull days from your list,
Be a business optimist,
Advertise.

If you have something to sell,
Advertise.

Say it often, say it well,
Advertise.

Advertise your wares today,
Advertise the modern way,
Advertise — make it pay,

ADVERTISE!

(From The Monument and Cemetery Review — August 1930)
A Unique Tribute to Traditional Memorialization

Perhaps nothing expresses more the desire for the traditional form of memorialization than a story from the Newark Sunday News of April 25 this year.

The story relates how men have expressed their religious feelings for God through the massive strength of granite, the stained beauty of glass, the warm feelings of wood.

The story then goes on to describe how Thomas Fox of West Orange, New Jersey chose a simple household item — the matchstick — as an expression of his personal feelings. After the death of his baby Michael, he was prevented by cemetery restrictions from placing a monument on the grave.

He then decided to place a cross on the grave but said, “I couldn’t get it made as I wanted it and, I don’t know, I guess I started this cross because it was on my mind.”

After three months of work, Fox completed a three foot high cross composed of more than 6,000 match sticks. It is a distinctive piece of craftsmanship that symbolizes the respect and religious feeling man has expressed through traditional memorialization for centuries.

BE ALERT TO A CUSTOMER’S MOOD OF THE MOMENT

Sometimes it is better to hold off from talking with a monument prospect. For instance, it is hard to sell anything when the monument prospect is tired, in a bad mood, rushed or preoccupied. He can’t concentrate on what you are saying and you may wind up with a turn-down. A smart monument salesman is always alert to the customer’s mood.

A constant problem for a monument salesman is the prospect who refuses an interview. When your monument prospect won’t or can’t see you, it is very possible that he may have one or more of the following reasons:

1. He can’t see any real advantage to be gained by talking to you. He thinks it would be a waste of time.
2. He’s afraid of being pressured to do something he doesn’t want to do or isn’t ready to do.
3. He just doesn’t have the time at that particular moment.

So, what do you do now? Sometimes it is best to assume your monument customer has all of these reasons for not wanting to see you. Never ask for an interview without stressing some important advantage to be gained by your customer. You must convince him that you are there to serve him and to bring him an important benefit. Always emphasize benefits whenever you ask for an interview.

People like to talk with an imaginative monument salesman. Also, ease the monument prospect’s fear of being pressured by emphasizing that there is no obligation whatsoever in talking with you and that your job is simply to provide information and assistance.

A wise man sometimes changes his mind, but a fool never.

Sometimes It Pays to Listen!

When a monument salesman talks too much it is usually for one of two reasons. First, he may lack a sensitivity of the monument prospect’s feelings; secondly, he may not understand the nature of the selling process. He is often afraid that if he stops talking for a moment the prospect’s interest may be lost and the whole deal will go down the drain. Instead of talking so much, listen! Let your monument prospect talk. This is what will give you the leads to understanding his interests and eventually closing the sale.

Always remember that your monument prospect is going to analyze your proposition from his point of view. The secret is to make your proposal fit his point of view. Put yourself in the monument prospect’s shoes. Present your product and service in a way that will appeal to his point of view.

Sometimes you feel that you have satisfactorily answered an objection given by your monument prospect. Then, the prospect either comes back to the same objection or jumps to another objection. This should be your cue that your prospect really doesn’t have the objection he talks about. This is just an excuse to cover up the deeper objection he doesn’t want to mention. It is up to you at that point to find this hidden objection, answer it and then try and close your sale.

A wise man sometimes changes his mind, but a fool never.

To earn enough to pay bills is labor — to have something left over after paying bills is management.
Identify Yourself as a Quality Dealer... This Easy Way!

A new, colorful weather resistant Barre Guild decal on your show window or your truck will identify you as a high quality memorial dealer.

Nothing is more important to you as a dealer than projecting a quality image to potential customers. Monument dealers in all parts of the country are achieving this goal with the attractive, attention-getting Barre Guild Decal.

This beautifully designed decal is (judging from the continuous flow of requests we receive for it) the way hundreds of dealers are capitalizing on the fact that they are quality dealers selling nationally advertised monuments backed by the famous Barre Guild guarantee.

The large size Barre Guild decal, measuring 16¼" wide by 15¾" high, is ideal for use on display windows, truck panels, outdoor and indoor signs and for any other smooth, flat surface. You'll find that the smaller sized 8" x 7¾" decal is perfect for small sized windows and paneled windows.

The Barre Guild decal is weather resistant (just like our granite!) and does not require water to be applied. Simply remove the backing and apply directly to any clean flat surface. Write for any number of decals you require: large size decal $1.00, smaller sized 25 cents. Put this effective point of sale identification piece to work for you today.

These Two "Best Sellers" should be Working for You!

It is rare when two direct mail folders meet with the reception and popularity accorded the two illustrated here.

"Remembered For All Time" (the most popular monument folder in the past 75 years), and the "Protestant Memorials" folder have achieved a tremendous distribution and are in every sense of the words "best sellers" in the retail monument field. Both folders show medium priced monuments as well as illustrations of important memorial symbols.

The ever continuing flow of orders from dealers in all parts of the country for these two folders provides evidence today that their popularity is as great as ever.

Both folders are beautifully printed in color and provide stimulating, hard-selling messages that put the customer in a mood to buy from you. As in the past, your Barre manufacturer contributes a part of the cost. You pay only five cents per folder and receive free imprinting of your firm name.

If you have not used these two popular folders in your selling efforts send in your order now. Or, check your literature inventory now to be sure that you have an adequate supply on hand.

Dealers Use More Barre Guild Sales Aids Than Ever

Retail monument dealers use more Barre Guild folders, brochures and other sales aids than at any other time in the 75 year history of the Barre Granite Association.

An increasing number of dealers report that Barre Guild mailing folders and other sales aids are helping them to make more sales of quality memorials in their communities. Dealers have found that the wide variety of sales aids which they can obtain from the Barre Granite Association is one of their most important assists in selling monuments at retail.