Thank you,
Mr. Monument Dealer

All of the member-companies of the Barre Granite Association would like to thank the many retail monument dealers for their fine comments about the reception the Barre Granite Association sponsored at your recent national convention in Chicago on Nov. 11 to 14.

The Barre Reception which has now become a tradition at many state and national conventions is another of the many ways in which your Barre granite manufacturer expresses his thanks for the business you have given him during the past year. It offers all of us an opportunity to relax together and to exchange ideas about the most important subject in the world to us — the monument business.

The national convention stressed the theme of education. This is a most worthwhile theme for our whole industry. Congratulations to Archie Green, Executive Vice-President of MBA, who was responsible for the fine program. Those of you who were in Chicago also saw the monument design competition sponsored by MBA. Your Barre friends were delighted to see so many monument designs that were done in beautiful Select Barre Granite. It reinforces our conviction that the future of traditional memorialization can be secure if we upgrade our monument designs — and recommend top quality granite such as Select Barre Granite.

Milt Lyons
BGA General Manager

A smart monument salesman never asks the customer to say "yes" or "no" to his proposition until he has a solid indication that the answer will be "yes."

A New Folder to Help You Sell Barre Monuments

"Investigate . . . Then Invest With Confidence" is a new folder for retail monument dealers.

This folder was produced by your Barre Granite Association at the suggestion of dealers who believe that Select Barre Granite is the finest blue-gray memorial stone. They wanted a folder that stated in straightforward language the reasons that make Select Barre Monuments the best value.

Beautifully printed in two colors, it is certain to favorably impress your customers. We think you'll like the idea of our imprinting your firm

Beautiful Barre Granite Samples are Now Available

The newest and handiest Barre granite sample we have seen in years is now being made available to you by the Barre Granite Association. As usual, these Barre sales aids are made available to you at less than their actual costs.

In the picture below, "Miss Barre Granite" is holding the new Barre granite sample. On the left, you will notice that the sample box is open to show how the granite is attractively recessed into the box. On the right the granite sample box is shown closed.

The Barre granite sample is about three inches square. It is set into a beautiful background of red plush velvet inside a high quality jewelry box. The box is made of steel with a rich blue leatherette covering. It reflects quality at every angle.

The granite sample is a beautiful piece of Dark Barre, polished on one side, and steeled on the opposite side. You may obtain these attractively boxed Barre granite samples by writing to the Barre Granite Association in Barre, Vermont. The price? Only $1.25 each, no matter how many you order.
name and address where it will make the greatest customer impact — right at the top of the page!

When your customer sees this folder he will have added confidence in your company. He will also have confidence that, over the years, your product will give him the satisfaction he desires and is entitled to.

The Barre Granite Association shares the cost of these sales producing folders with you. You may purchase any amount for only 6 cents each. We will also include up to three lines of imprinting free-of-charge.

Write now to the Barre Granite Association, Barre, Vermont, for a supply of “Investigate . . . Then Invest With Confidence.”

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.

What Do You Say About Your Competitor? (The subject of this column was prompted by a letter from an Ohio dealer. He wrote, “One of our major obstacles is the lack of cooperation, mutual trust and respect among monument dealers. All this “knocking” and “degrading” of one another lowers public opinion of the monument business and drives people to Memorial Parks.”)

How do you or your retail monument salesmen respond when a customer makes a statement about your competitor? Here are two typical examples of how monument salesmen A and B fail to keep their reason under control.

THE WRONG WAY
PROSPECT A: “The Oswald Memorial Works say their monuments are just as good as yours, and a bit cheaper besides.”

MONUMENT SALESMAN A: “Oswald has been making monuments for only two years — we’ve been at it for forty! They just don’t have the know-how to produce monuments of a quality that even come close to ours.”

PROSPECT B: “Andy Cline of Benson-Judd Monument Co. told me that your firm is going to go out of business.”

MONUMENT SALESMAN B: “Andy Cline is a liar! He’ll tell anybody anything to steal business away from me.”

The remarks above illustrate the wrong approach to be taken whenever you are asked about one of your competitors. If you suspect that mistakes like these are being made, perhaps the following check list would help you to spot weaknesses in these important areas:

When a potential customer mentions my competitor—

THE RIGHT WAY
1. Do I acknowledge competition briefly and tactfully?
2. Do I fully qualify and prove the statements that I make about my competitors’ claims?
3. When my monuments and service are as good or better than my competitors, do I make this clear in my sales presentations? In other words, do I fully anticipate competitive claims?
4. As soon as I have adequately answered an objection or a question about my competitor, do I always resume “positive selling”?

THE WRONG WAY
Inexperienced salesmen have a tendency to let references to competitors knock them off their selling stride. They switch to a defensive position and form in their mind an unfavorable impression of the prospect’s motives.

(Continued on next page)
Monument Selling with Bud Cain
(Continued)

THE RIGHT WAY
An experienced salesman will realize that such references indicate that the prospect needs more convincing. He will concentrate on a positive selling attitude. The only way the sale can be made.

GOOD RULES TO REMEMBER
When your customer mentions your competitor, here are some tried and true selling rules:

1. Avoid "knocking" your competitor.
2. Avoid becoming personal about the people working for competing firms.
3. Don't mention your competitor unless you are specifically asked by your customer to do so.
4. Always avoid making any statements that can be easily challenged by your competitor.
5. Never complain about your competition.

Nearly all successful monument dealers have a positive attitude about their business which is reflected in their sales presentations. They sell their monuments not by downgrading their competition, but by upgrading the value of their own service and products.

Almost any salesman can enumerate the advantages of the monument he is selling, but it is not product advantages that close the sale — it's customer satisfaction. So, talk in terms of customer benefits!

This Hallmark of Quality
Is specified by Catholic families because it is their assurance that their monument is made from the world's finest memorial stone — Select Barre Granite.
Ask your monument dealer to explain the benefits you receive when you purchase a Barre Guild guaranteed monument.

This advertisement appears in November Catholic Digest

Three National Ads to Promote Dealer and Barre Quality

The Barre Granite Association is sponsoring national monument advertising again this Fall. Ads will appear in the November issues of the Catholic Digest, Christian Herald and National Jewish Monthly.

These monument advertisements will be seen by millions of people. By sponsoring these ads, your Barre granite manufacturers are creating an increased market for monuments by bringing to the attention of the public the desirability of traditional memorialization and the reasons for buying quality granite.

The advertising copy in each magazine will be keyed to the particular religious faith of the people who will be reading it.

Nine more Barre advertisements are scheduled for consumer magazines next Spring. Barre's national advertising programs have been operating continuously for more than a quarter of a century. Here's another example of how Barre gives support to the retail sales of quality monuments. Barre's national ad program plus the co-op newspaper ad program which you may use at the local level will benefit your business at no cost or a considerable lower cost to you. This is another of the many ways by which your Barre granite manufacturer expresses his thanks for the business you have given him during the past year.

COLORED SLIDES HELP YOU SELL MONUMENTS

Are you using colored slides in your sales presentations to monument customers? The BGA has produced a series of 20 colored 35mm slides that depict various quarrying and manufacturing operations. These have been prepared by a professional photographer. Monument dealers who are using them say that their top quality helps any sales presentation.

Here is how these slides can help you. The showing of quarrying and manufacturing operations is one of the best ways to get across to your customer the care that goes into the producing of monuments. It is also an excellent way to explain monument cost to your customer. When your client sees these dramatic pictures, he will appreciate the fact that the monuments you handle are quality products that require not only individual skill and attention but also specialized machinery of many types.

You may order this set of 20 colored slides now. Barre's share-the-cost policy makes the price only $3.00 for the set. We know that you will be very pleased not only with their low price but also with the dramatic impact they will make on your customer. Adding your own slides of monuments you have erected makes the presentation extremely effective in producing new monument sales for you.