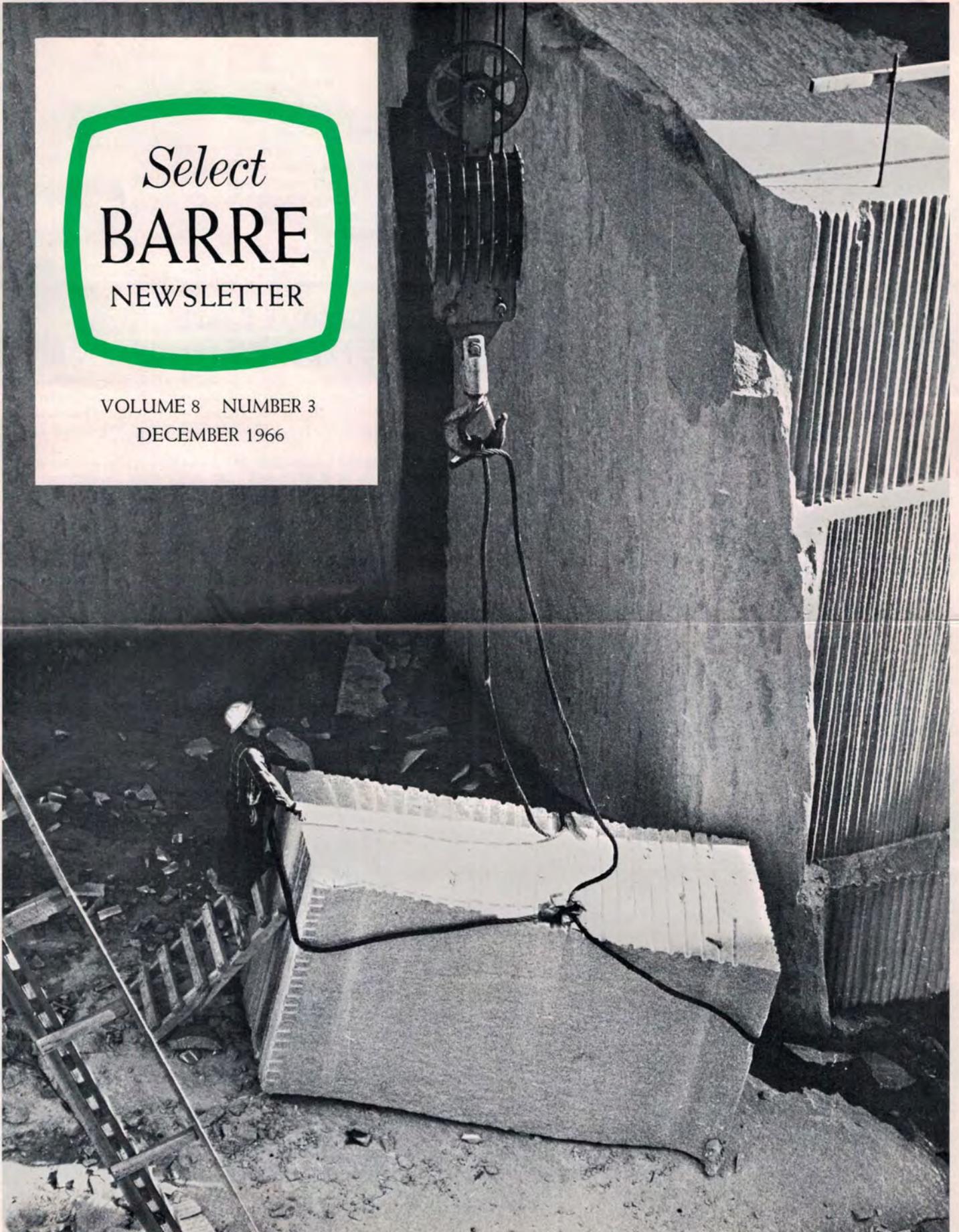


*Select*  
**BARRE**  
NEWSLETTER

VOLUME 8 NUMBER 3  
DECEMBER 1966





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# EDITORIAL

## Help Wanted!

In my travels around the country one disturbing comment is heard time after time when I talk with retail monument dealers about their business.

"Where am I going to get a shop man? My man just left to take a higher paying job." This question is typical of those asked by monument dealers who are losing their help to higher paying businesses.

If there is any comfort, I can also report that there is a similar situation in the monument manufacturing centers around the United States. The Barre monument industry has been living with a shortage of help for some time. This is one reason why we have devoted so much planning and attention to Apprentice Training Programs. We realize that without skilled help our ability to serve our customers is very seriously impaired. It is no accident that Barre has the best craftsmen in the memorial industry. We planned it that way!

Retail monument dealers who lose skilled help really have no place to turn in order to find replacements, for dealers do not have access to Apprentice Training Programs or a pool of skilled granite workers. What should you do if you find it difficult or impossible to hold your shop man? There are several alternatives. None of them may appeal, but here they are:

1. Make a cost study of your shop operations. You may find that you can get it done easier and better by your Barre manufacturer.
2. Increase the wages of your skilled help if you think that it is possible for you to also increase your retail prices accordingly.
3. Pool your work with other local retail dealers who are having similar difficulties. You will be amazed at the results of a little cooperation in shop work among retail dealers.

Jobs are plentiful in almost every area of our country. The monument industry is not wealthy and most manufacturers and dealers have difficulties in getting the prices they deserve. Therefore, in so-called "good times" our industry has a shortage of trained workers.

We in Barre sympathize with every monument dealer who is in this predicament. Let us hope that the traditional monument idea can be kept strong in the minds of the public, so that any inconveniences they may suffer as a result of labor shortages will be quickly forgotten when they receive full value for their investment.

*Milt Lyndes*

BGA General Manager

## About Our Cover Picture

Pictured on this month's cover is a 70,000 lb. block of world famous Barre granite that is about to be lifted from one of the Rock of Ages quarries in Barre, Vermont. This block of granite will be carved into a huge statue next year at the World Exposition in Montreal. A Barre sculptor will execute the statue.



## HUGE GRANITE STATUE TO BE CARVED IN BARRE GRANITE

A huge block of Barre Granite weighing 70,000 lbs. will be carved into a statue of Samuel de Champlain at the Vermont Pavilion in Montreal next year. This will be in connection with the 1967 World Exposition which is called Expo '67.

The State of Vermont will have a pavilion at this gigantic exposition. It is expected that more than 70 different countries will have buildings and displays. Within the Vermont Pavilion an area will be set aside for a Barre sculptor to create this huge statue of Samuel de Champlain, the discoverer of the beautiful 120-mile-long lake that lies between Vermont and New York.

The Barre Granite Association is participating in this exciting project. Milt Lyndes, General Manager of the BGA, said, "We believe that Barre's participation at the Vermont Pavilion will make it one of the most interesting and successful at Expo '67. The Barre area produces the finest memorials in the world, and it is fitting that this statue be carved from Rock of Ages granite by a Barre sculptor." It is expected that over 3,000,000 people will visit the Vermont Pavilion and actually see the creation of this huge granite statue by one of Barre's famous sculptors.

The block of granite from which the statue will be carved is pictured on the cover of this month's Select Barre Newsletter. Next month you will read more about the statue and the Barre sculptor who will be carving it.



Milton Lyndes, BGA General Manager, Craig White, BGA Manager of Member Services and Charles Wiley, Director of the Expo '67 Project for Vermont, are looking at one of the models being considered for the Barre Granite statue of Champlain to be sculpted at Expo '67. The statue will be 12 feet high, not counting its base. Samuel de Champlain is the discoverer of the 120-mile-long lake that lies between Vermont and New York.

# How The Barre Guild Monument Guarantee Can Help You Sell

Barre Guild is a famous trade name in the monument industry. Last year the Barre Guild Monument Guarantee helped monument dealers sell thousands of fine monuments throughout the United States. Here are some helpful facts about this famous trademark that may help you increase your monument sales:

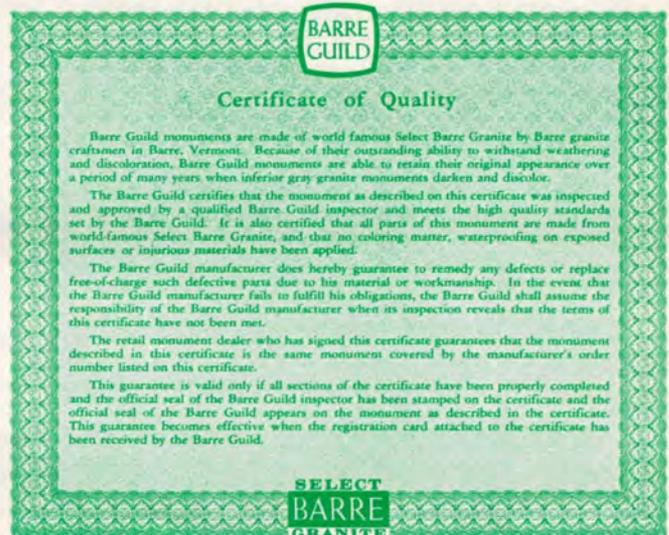
1. Barre Guild Monuments are made only in the Barre, Vermont area, the "Granite Center of the World."

2. Barre Guild Monuments have been nationally advertised for 30 years. The prestige of selling a nationally advertised product is an important asset for *any* monument dealer.

3. Barre Guild Monuments are carefully inspected by a team of experienced granite men. This inspection team is made up of former sculptors, granite cutters, and other specialists in the field of memorialization.

4. Barre Guild Monuments are made only from Select Barre Granite, the world's most honored memorial stone.

5. The Barre Guild Monument Guarantee is unique. This guarantee is backed by not just one manufacturer, but *every* manufacturer in the Barre



Granite Association. This means that if for any reason the manufacturing company goes out of business or is unable to fulfill the obligations under the guarantee, then those obligations are assumed jointly by the other member-companies in the Association.

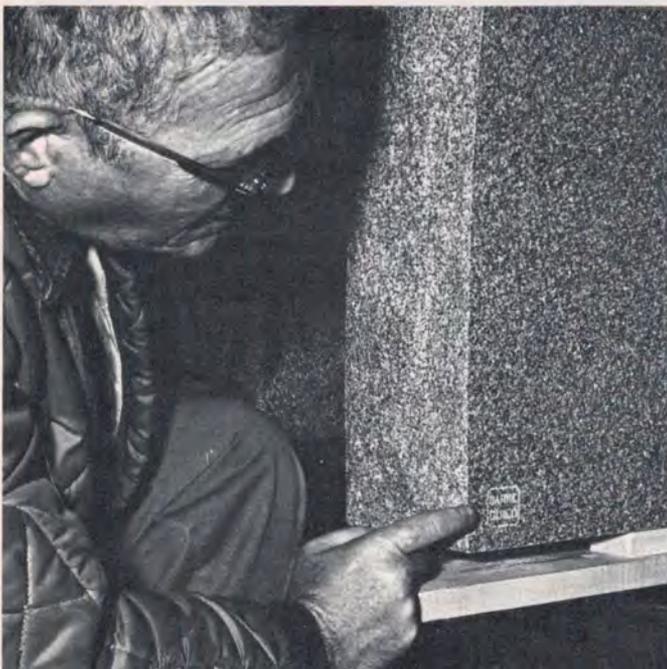
6. The Barre Guild Guarantee is "assignable." This means that the monument guarantee can be passed from the purchaser to his heirs. No other association guarantee dares make this offer. This indicates our faith that the beauty of Select Barre Granite Monuments will outlast all other gray granite monuments.

7. The Barre Guild produces some of the finest sales promotional material to help dealers sell Barre Guild Monuments. This material reflects the superior quality of the Barre Guild.

8. The Barre Guild Guarantee is available on nearly every type of memorial — from flat marker to the most expensively carved work.

9. More retail monument dealers have specified Select Barre Granite for their own family memorial than any other gray granite we know of. This means that those who know granite and sell granite have learned from experience that *Barre is the finest gray granite quarried in the world.*

When you order monuments from your Barre manufacturer request a Barre Guild seal and certificate at no extra cost. You will find it will help you sell easier and better.



# MONUMENT SELLING TIPS

Usually you can determine early in an interview the kind of objections your prospect may have about your monument. Objections are nothing to be afraid of, because they may give you an opportunity to know where to concentrate your selling efforts.

When the prospect raises an objection, deal with it immediately. Don't say you will "take up that point later." Another way to deal with an objection is to ask questions. Get your monument prospect to explain his objection. Don't attempt to answer the objection until after he has fully explained it. This will give you more time to think of a proper answer and at the same time will give your prospect ample opportunity to express himself.

Occasionally you will find a monument prospect whom you can't pin down, yet that prospect has not flatly refused to buy. Sometimes it is best to clear the air by saying something like this:

"There are a number of very sound reasons for you to make a decision to buy this monument. Yet you are obviously reluctant to do so. That indicates that you must have in your own mind a reason for not buying. I'd certainly appreciate it if you would tell me what it is."

If you put this statement in a friendly manner, you will put your prospect on the defensive. He does not want to appear stubborn or unreasonable, but he might give you an answer that is not entirely truthful. Yet this gives you a better insight into the real reason why he will not say "yes" to your proposal.

If you can answer an objection satisfactorily on the spot then you should quickly follow through with the suggestion that the prospect make his buying decision now. Chances are he may agree, otherwise he will have to think up another objection pretty fast.

When selling a monument you should rely on the *emotions* of the prospect. Logic can provide the actual reason for buying the monument, but emotion supplies the *urge* to say "yes" to your proposition.

When you devote your time to talking to a monument prospect, why not give it everything you've got? It is like going to bat in a baseball game — keep swinging hard and concentrate entirely on the ball.

When you quote a price on your monument, do it in a straightforward manner. The fact that the customer gets so many benefits from such a reasonable sum should be a matter of pride. Don't be defensive about it. Remember — *the monument price is never as important as the benefits*. If you have the benefits the customer really wants, you will not have trouble getting your price.

The experienced monument salesman will bring in the matter of price *early* in his presentation. He mentions it along with the other benefits of the monument. If the price is apt to shock a prospect it is just as well to get the shock over with early in your interview. This gives him time to recover and adjust his thinking to a higher price.

If you create a sufficient recognition in the mind of your prospect of the need and desire for your monument, your price will then appear entirely reasonable.

*Selling monuments on price alone is the last refuge of the poor salesman.* It is foolish to sell monuments on price alone because there are so many good opportunities to get a higher price. Every retail firm should be able to tell its customers all of the benefits obtained by dealing with that firm. Can you or your salesmen do this?

Monument dealers hear some of the same objections over and over. Included among these are: "Why should I buy now?" "Why should I pay more?" "Why should I buy from you?" "Why does a monument cost so much?" You should have ready answers to these questions. When training a new salesman this is one of the first things you should drill him on.

Every monument prospect you call on should be recorded on a file card or some other record. If you plan to call again, you should record the results of your first interview. Good organization can increase your monument sales every day of the week.

## THIS NEW BOOKLET CAN BE YOUR SILENT SALESMAN



You will want to order Barre's new booklet called "The Story of Granite." We have produced it especially for you, the retail monument dealer.

This new booklet tells the fascinating geological story of Barre granite as well as some of the basic operations required to manufacture a monument. Most booklets on this subject are too long for the average person to want to read all the way through. Barre's booklet is just 12 pages — a good length for the average reader.

Best of all, your Barre friends offer these booklets on a share-the-cost basis for only \$5.00 per 100 booklets. Here are some suggestions on how your own retail monument firm can get the most mileage out of "The Story of Granite":

1. Each year give a copy of this booklet to every local grammar school student studying geology or earth sciences.
2. Give copies to every member of your local service clubs.
3. Present several copies to your local library.
4. If you do not sell your customer because he has not yet made up his mind, give him a copy of this booklet. You will impress him with the skills required to produce a quality monument as well as the importance of quality in memorialization.
5. Keep copies of this booklet in your office to help you answer questions.

If you would like 100 of these booklets at a share-the-cost price of only 5¢ each, write out a check today and send it to the Barre Granite Association, Barre, Vermont. We'll send you booklets by return mail.

**The Trustees of The Barre Granite Association Represent 45 Member Companies in the Barre-Montpelier, Vermont, Area.**

The trustees for 1966-67 are pictured at right. In the first row beginning at the left are Milt Lyndes, Barre Granite Association General Manager; Howard Rock, Chioldi Granite Co.; Paul Beck, Beck & Beck, Inc.; Morris Jones, Jones Brothers; Real Maurice, Maurice Memorials; Victor Roselli, Desilets Granite Co.; Dilio Fontana, Valz Granite Co.; Elgio Zorzi, Adams Granite Co. (President of the BGA); John Butura, Buttura & Sons. Not present when this photo was taken was Robert Gillette of the Rock of Ages Corporation.

The Barre Granite Association was the first association formed in the granite memorial industry in the United States. It has many "firsts" to its credit and has always taken an active part in supporting the values of traditional memorialization through its encouragement of high quality design, materials and workmanship.



**Retail Monument Dealers, Cemetery Managers and the General Public Have Long Recognized the Barre Memorial Industry as the Leader in Memorial Craftsmanship and Design.**

Barre's leadership in this field has come about through its emphasis of apprentice training and continued high quality standards in all phases of quarrying and manufacturing. This photo was recently taken at the Barre Granite Association apprentice training school where a group of apprentices are

being taught in the shop by Jim Gray of Barre.

The BGA apprentice training program lasts for three years. It covers a wide range of classroom work and shop work. Barre is the only monument producing center that has a training plant set aside specifically for the instruction of granite cutter apprentices.





*Only a few things stand  
the test of time...*

Notre Dame de Paris, 1163 - c. 1250



*and retain their original beauty  
like a Barre Guild Monument.*

Monuments of Select Barre Granite are positive assurance of everlasting beauty. Barre is the world's most honored memorial stone. It is unequalled in its resistance to the discoloring effects of time and weather. That is why it is backed by the *strongest guarantee* in the industry. You can recommend it without qualification — always.

*Your Guarantee of Enduring Quality — The Barre Guild Seal*

BARRE GUILD MONUMENTS  
BARRE, VERMONT

