

SALSCO ADVISOR

Over 35 Years of Quality and Service

March 2016

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**Trade Shows**

➤ **SALSCO NEWS**

We've made changes to many departments at Salsco which we believe will improve our service to our customers. We have added to our sales force with not only people but equipment which will help bring our message to the customer.

We have improved our ability to manufacture with the installation of new manufacturing machinery.

We have new models and new machines for not only the industries we serve but we are expanding to new markets. We have added distribution in the Florida market for our wood chippers. We will have distribution in the whole state of California very soon.

Our rental business customers continue to grow in North America and now appear to be crossing the ocean. Our products and business philosophy continues to carry us to the next level.

➤ **Trade Show Highlights**

Salsco has had an exceptional trade show season. Starting in January we did shows at:

- ✓ The Connecticut Tree Protective Association
- ✓ The Farm Show in Raleigh
- ✓ The California Rental Assn. Show- Las Vegas
- ✓ The World of Concrete Show in Las Vegas
- ✓ The National Pavement Expo in Charlotte
- ✓ The Golf Industry Show in San Diego

We met a lot of great people as we "rolled out" some new products.

"The G.I.S. 2016 Show was amazing! Out of all of the trade shows I've been to in the past year this one definitely had the most volume. Our booth was constantly full ... having our biggest competitors surrounding us allowed us to really step up our game. Our Salesmen definitely brought their expertise to the table, I learned in one day this is why we are as successful as we are. Overall it was a great turnout!"- *Jacob (Salsco Photographer)*

Our Salesmen have participated for many years at this Show. Sal Rizzo, President of Salsco has been attending the Show for 30 years. This was the 47<sup>th</sup> year for Dick Owen (Congratulations Dick!), Brandon Cole has been there for 12 years, Jack Rizzo for 8 years, Mike Smith, new to our Salsco sales team, for over 15 years.



March 22-24 2016  
**MUSIC CITY CENTER**  
Nashville, TN  
Booth #3354



May 6-7 2016  
**BANGOR EXPO CHAMPLAIN VALLEY EXPO**  
105 PEARL ST.  
ESSEX JUNCTION, VT  
Booth # B5 (OUTSIDE)

**EXPO RICHMOND 2016**

May 13-14 2016  
**RICHMOND RACEWAY COMPLEX**  
RICHMOND, VA  
BOOTH # J15

**DEALERS ... LET US KNOW WHEN YOUR OPEN HOUSES OR FIELD DAYS ARE SO WE CAN POST ON OUR WEBSITE**



One of the many highlights for the show was to be interviewed by Geoff Schackelford from the Golf Channel for The Morning Drive Show. Click on the link below:  
[Golf Channel Interview](#)



(L-R) Brandon Cole, Mike Smith, Dick Owen, Sal Rizzo, Jack Rizzo



2016 G.I.S. Trade Show in San Diego. Click on the link for video highlights!  
[2016 G.I.S. Video Highlights](#)



April 30, 2016  
**2016 Chip, Split & Drive Day**  
Heald Highway,  
Union, ME

<http://www.unionfarmequipment.com>



**SPRING GREEN UP DAY**

Tuesday, April 26, 2015  
Cramer Mountain Club  
100 Hidden Pastures Drive.  
Cramerton, NC  
(866) 485-8873 - for more info.  
<http://greenvilleturf.com/>



**Dolphin Outdoor Power Equipment**  
Pompano Beach, FL

**Salsco's newest and only chipper Distributor in Florida. Dolphin Outdoor Power Equipment sells Arborists & Landscaper accessories through 700 Dealers in the state of Florida.**

**WELCOME TO SALSCO'S NEWEST DEALER!!**

## ➤ Sal's Corner:

Someone said you learned everything you needed to know in your first years at school. I think there's a lot of truth to that statement. As the owner of Salsco I take very seriously my obligation to produce the product the customer requests. Over the years I have always followed the request of the market or the customer will tell you what they need. We just need to listen and it has served Salsco well.

However, Salsco is only one in the Partnership of Manufacturer/Dealer/Salesperson/Customer. If we approach every deal with the goal to help each other we can't help but succeed.

[sal@salsco.com](mailto:sal@salsco.com) or [sales@salsco.com](mailto:sales@salsco.com)

## ➤ Selling Against the Competition

How do you capture your competitive advantage when describing your company's products?

### Focus on Features and Benefits

Never sell by down-grading the other product or company. Just show your product and your company. Do you rely on saying that the products your company manufactures are of better quality or there is better service? Is this the same thing that your customers hear from the competitors? Have you tried breaking down the components of the product or service being offered?

There is nothing worse than watching someone trying to get out of a lie.

1. What makes our products unique?
  - a. What can we do or offer that no one else is?
2. What is the advantage of choosing our company/products?
  - Although the competitor might be able to meet certain needs, what can our company do better?
  - Can you prove it?
3. What can you say when you're up against a large well-known company?
  - Focus on your company's reputation.
  - How does service and responsiveness compare?
  - Do you ask customers that you've lost to a competitor why they decided not to go with your company?
  - Have you gathered information from different sources about your competitors' marketing & product information?

Salsco has done some of this for you. We think you will find this to be a great tool when selling against the competition. Follow the link to our Greens Roller Comparison Chart:

[GREENS ROLLER COMPARISON CHART](#)

## ➤ Industry Speaks:

### HOW SERIOUS IS A SKILLED WORKER SHORTAGE?

According to a report from The Associated Equipment Distributors Foundation (AED) there is a serious shortage and it is costing the U.S. heavy equipment distribution industry at least \$2.4 billion yearly.

This article, published in the "Rental Equipment Register" in January 2016 goes on to say the industry is having a very difficult time getting skilled and qualified workers into our nation's workforce. This is not just a local problem but has nationwide effects. A growing number of older workers are retiring and leaving a very large skills gap.

This is reawakening the need to consider that technical careers and trade schools need to become an important part of the education process once again. Without skilled training, American students are not prepared to fill the vacancies that require the hard skill abilities needed to build and maintain the nation's infrastructure.

According to the AED report this is a daunting problem that is and will continue to adversely affect businesses in their expansion efforts. This affects not just the manufacturers but the distributors and retailers as well.

What are the schools in your area doing to meet these needs?

Follow this link ["THE SKILLS GAP"](#) to a summary from AED on the job skills gap and recommendations for recruiting and developing talent.



[AED Summary Report](#)



[HP11-III](#)



[Tranz-Former](#)



[HP-11](#)



[Roll-N-Go EHA](#)

## ➤ GREENS MAINTENANCE - A COMBINATION OF ART AND TECHNOLOGY ...



From the very early beginnings of golf in Scotland centuries ago, greens maintenance was an art that was passed down from generation to generation by Scottish greenkeepers. The ways of maintaining the golf links were unlike our methods today. "Until the mid- to late-1800s, scything was about the only practical way to cut grass, except for sheep. But scything was only effective when the grass was wet. That meant you had to get up before dawn to take advantage of the dew. And it took teams of women and children following the "scythen" to collect the clippings." - (*Golf Course News* - December 1999)

The tradition of using Scottish greenkeepers continued when the game was introduced in the United States. As time progressed the Golf Course Superintendent has replaced the early version of greenkeepers with science, technology and art. Today's Golf Superintendents need to be versed in all facets of overseeing a golf course: fertilization, irrigation, topdressing, mowing, cultivation and pest maintenance. Science and technology do provide helpful information but cannot replace a Superintendent who has developed the necessary skills and experience to know how to apply these components to his particular course. A diverse collection of specialized equipment vehicles, and tools is paramount to providing desired golf course playing conditions.

Salsco has designed and built golf course/turf care equipment with a record of quality and service. Our products LAST as many of our golf course superintendents can confirm. The entire team at Salsco takes pride in producing specialized equipment that allows our customer to meet their goals more efficiently and with less down time. Our machines help Golf Superintendents combine Art and Science in the daily maintenance of the golf course.

If the theory that the equipment purchased for the golf course must have quality first with a return on investment in the way of a long life then SALSCO equipment is built for the discerning Golf Course Superintendent. Our machines are solid, and of durable construction with quality components. The standard features that should be standard, coupled with quality service and support is the hallmark of SALSCO equipment.

With over 35 years of producing quality products we continue the underlying spirit of energy, determination, vision and a willingness to take risks has brought the company to where it is today.

Follow us on Twitter & Instagram  
"Like Us" on Facebook!

We have always appreciated your comments and feedback to us in the more traditional ways and now you have more ways to share your experience with Salsco!

