

# Retiring agrisalesman says agriculture going to larger farms, finite details, and program sales

By DIETER KRIEG

SHIREMANSTOWN, Pa. — Trends to larger farms and more sophisticated management are sure to continue, according to Richard Psolla, who has spent 29 years in the business as a salesman and sales manager. Farming has changed dramatically since 1948 when Psolla started working for the Quaker Oats Company in his home town of Canton, Ohio. Having his roots in the Midwest, Psolla has observed trends in that region, and he sees similar happenings taking place in the East. "Farming has to get bigger, and farmers have to be business managers," the sales manager emphasized. "The ordinary farmer can't afford to buy a \$35,000 to \$50,000 tractor." According to Psolla, farms will become bigger, there will be more incorporations, and the men running

Richard Psolla, retiring regional sales manager for Wayne Feeds, has made numerous observations on agriculture and agribusiness during the past 29 years. He firmly believes that a positive approach and sincere attitude go a long way in any business.



complete program. Computers are brought into the act and in a matter of seven seconds the farmer can have a complete analysis of what's needed to balance his feeding program for maximum productivity. It's all very businesslike. Both the farmer as well as the feeds salesman have become more knowledgeable and sophisticated in their respective careers. Both are professionals and very business oriented.

When selling feed or a feed program, the salesman is actually doing more than that today, Psolla says. He claims that all companies are manufacturing good products and that prices don't vary much between similar feeds. What it boils down to is that the farmer has to be impressed with the individual representing the company. It's doing business "with my kind of guy," according to Psolla. That might mean a farmer buying feeds from someone simply because he likes the salesman's shoes. This is no contradiction of the sophistication and computer-age programs referred to earlier. The fact is that many major companies have these services and delicately balanced feeds. The competition then comes so keen and the dividing lines so thin that a salesman's personality is the final deciding factor.

Psolla says with the resources being basically very similar, it takes a good salesman to be able to see the opportunities of how the pieces can be put together to win a customer.

An avowed "positive thinker," Psolla believes the work of a salesman - in fact, life in general - is easy if a person just makes use of what he has available. "The rest of it is common sense," added his wife, Phyllis. A positive approach to life is what the Psollas credit for their years of happiness and success together. Lifting his hands to his head, the recently retired, regional sales manager for Wayne Feeds exclaimed: "It's not accidental, a brain has connections above." It's a philosophy he has followed since he was a young man.

Now going into retirement, 1977 marks the first year the amiable agribusinessman has been out of a job. He had his first full-time job after completing the sixth grade in school. He went straight into high school that year and carried a full-time job to boot. It was during his fifth school year that he was convinced he wanted to be a salesman, after having been impressed by a salesman who visited his father's farm in Ohio. A semi-pro basketball player for a while, Psolla had his dream come true when he was offered a job as a salesman in 1948. In 1955 he was moved to Shiremanstown to become a district sales manager. Ten years later he was made regional sales manager over a six-state area.

After 29 years of meeting and dealing with people, the accomplished salesman offers some points which apply in all walks of life. Some samples follow:

1. First impressions are the ones that make sales.
2. Love people both big and small and show it.
3. When you are uncertain; don't make positive statements, ask questions.

## PUBLIC SALE

FRIDAY EVENING, APRIL 22, 1977

7:30 P.M.

Located 6 miles east of Mifflintown, 2 miles west of McAlisterville, Juniata Co. Turn off Route 35 at Oakland Mills.

### MACHINERY AND HAY

7:30 P.M. SHARP—NO SMALL ITEMS

IH No. 449, 4 row corn planter, JD 2 row, 3 pt. corn planter, IH No. 531, 3-14, 3 pt. trip back plows, IH 8 ft. disc, Brillion 10 ft. cultipacker, 20 ft. single chain and paddle, grain elevator on wheels, 16 in. Papec silo filler, 4 hole hog feeder, 2 rolls barb wire, 5 ton alfalfa and timothy hay.

115 HEAD CATTLE—8:00 P.M.

110 head of Char.-Hol.X, Hereford-Hol.X, Short Horn X, Black WF and Hol. steers and heifers, ranging in weight from 250 - 1250 lb.; 1 Black WF bull, 1250 lb. and several meat cows.

—Cattle in Excellent Condition—

Terms: Cash. Sale held under cover. Lunch.

Owner,

R. LAVON AUKER

Ph: 463-2360

Long Bros., Aucls.  
Ph. 527-4784

## PUBLIC SALE

### FARM TRACTORS AND MACHINERY, TRUCKS AND INDUSTRIAL EQUIPMENT

The undersigned will sell the following at Public Auction on the Farm located on Poole Road - 1 1/2 miles East of U.S. Route 1 (Conowingo Road) - 5 miles South of Conowingo. Dam and 10 miles North of Bel Air in Harford County, Maryland on

SATURDAY, APRIL 23, 1977

At 10:30 A.M. (Est)

FARM TRACTORS AND MACHINERY: 2 Massey-Ferguson Model 165 tractors; Massey-Ferguson Model 65 tractor w/side mount mower; Ford Model 2110 tractor; Woods 6 ft. rotary mower, 3 pt. hitch; Woods 10 ft. Rotary mower; Gehl flail chopper; 10 ft. Case disk; Ford 4-row corn planter; Levy 5 ton tandem wheel fertilizer spreader; Case manure spreader; 10 ft. spring tooth harrow; 2 farm wagons; hydraulic front end scraper blade. 8 ft. JD disk.

TRUCKS: 1969 Int'l. 1600 Loadstar w/16 ft. flat bed; 1971 Int'l. 1810 COE cab and chassis; 1971 Int'l. 1810 COE w/flat bed; White w/18 ft. flat bed; 1965 White diesel tandem axle tractor; 1961 Int'l. 220 tractor; 1961 Int'l. 200 tractor; 1968 trailmobile 40 ft. flat bed trailer; 1951 GMC motor home bus, complete.

INDUSTRIAL EQUIPMENT: Int'l. dozer 500 series; HD 5 front end loader; Terratrak 1000 front end loader; Huber road grader; 2 Clark forklifts; root rake and bucket; 2 Mott mowers, 3 pt. hitch; Finn 1500 gal. hydro seeder; Ferguson 7 ft. box scraper, 3 pt. hitch.

Note: This sale contains only large items as listed - No Small Items.

Terms: Cash or Approved Checks.

Owner,

TED BARBERRY

Darlington, Md.

21034

301-457-4644 or

879-3201

John H. O'Neill, Auctioneer  
Forest Hill, Md. 21050  
301-838-6980

## READ

### LANCASTER FARMING FOR FULL MARKET REPORTS

HARRY &amp; SPEER, Auctioneers

COONS, Clerks

## PUBLIC SALE

### OF REAL ESTATE & PERSONAL PROPERTY

Located in Amberson Valley, on Truck Route 641, Star Route 1, Spring Run, Pa. 7 miles off Exit No. 14 from Pennsylvania Turnpike. Watch for Signs.

SATURDAY, APRIL 23, 1977

11:30 A.M.

#### REAL ESTATE

6 room frame house with bath, oil hot water heat, modern kitchen, 2-car concrete block garage, approximately 9 acres of land. Franklin County Deed Book 275, Page 324. This is a very desirable property located approximately 20 miles from Chambersburg, Pa.

TERMS OF REAL ESTATE: Will be given day of sale.

Owners reserve the right to refuse any or all bids.

Real Estate will be offered at 2:00 P.M.

#### PERSONAL PROPERTY

Frigidaire electric stove, Frigidaire refrigerator, Frigidaire automatic washer, breakfast set, metal utility cabinet, table, hassock, chairs, exercise bicycle; also full line of household items, consisting of dishes, pots, pans, glasses, silverware; washer and dryer combination, dryer never used; electric cooker, 2-5 gallon jars, 2 school desks, old records, and many miscellaneous items.

ALSO LOCUST POSTS AND SOME LUMBER.

Terms: Cash. Not responsible for accidents.

Lunch stand reserved.

Inspection any evening or by calling...

Area 717-349-7129.

KENNETH E. SHOEMAKER

MOLLY A. SHOEMAKER

Spring Run, Pa.

## PUBLIC AUCTION

### REAL ESTATE, PERSONAL GOODS SATURDAY, MAY 7, 1977

Sale starts 11:30 A.M.

Real Estate 1:00 P.M.

Huntingdon County  
8 ACRES

more or less of WOOD LAND and TIMBER with a 5-ROOM and BATH FRAME BUNGALOW with aluminum siding, panelled walls, kitchen cupboards, porch and nice lawn. Coal and wood fired furnace and electric hot water heater in basement. Good water pressure from mountain reservoir and also spring water on property, adjacent to acres and acres of state forest land and also Lickin Creek - a good fishing stream and a good hunting area.

500 ft. of road frontage along Lickin Creek drive.

Location - From Lewistown take 522 South through Mt. Union to Allenport. Take No. 103 North several miles and turn Right towards Shirleysburg - 1/4 mile off of 103.

#### PERSONAL GOODS

Old Kalamazoo Cook stove with water tank and warming oven.

Sale by:

JOHN GIFFORD

Auctioneers:

Ira Stoltzfus and Son

Phone: 717-442-4936 or 442-8254

Jay Leary - Phone 717-354-0423

Attorney: William Myers

Inspection of property Saturday, April 30 and Sunday, May 1. For information call - 814-542-8231 or call the auctioneers.

Buyer shall pay 10% of purchase price on Real Estate. Balance at Settlement.

Watch for full ad April 30th.