

THE SOONER TUNER


NEWSLETTER OF THE OKLAHOMA CHAPTER
OF THE PIANO TECHNICIANS GUILD, INC.



HAPPY HALLOWEEN

OCTOBER 10, 1993

PRESIDENT'S MESSAGE

Y o u r
e x e c u t i v e
c o m m i t t e e m e t
f o r b r e a k f a s t o n
S e p t e m b e r 21. 
T h i s g r o u p
I n c l u d e s t h e e l e c t e d c h a p t e r
o f f i c e r s , p a s t p r e s i d e n t a n d
o u r n e w s l e t t e r e d i t o r . W e
d i s c u s s e d n e w o p t i o n s o f
m e e t i n g t i m e s a n d l o c a t i o n s ,
a n d s c h e d u l e d o u r n e x t t h r e e
m o n t h s o f a c t i v i t i e s . T h e
l a s t t i m e t h i s s u b j e c t c a m e
u p w e d e c i d e d t o a l t e r n a t e
m e e t i n g s b e t w e e n S a t u r d a y
a f t e r n o o n s a n d T h u r s d a y
e v e n i n g s , a n d t r a d i t i o n a l l y
t h e l o c a t i o n s h a v e b e e n t h e
w o r k s h o p s o f f o u r o f o u r
m o s t a c t i v e m e m b e r s .

W e k n o w t h a t n o o n e
t i m e o r l o c a t i o n w i l l b e
i d e a l f o r e v e r y o n e , g i v e n
o u r v a r i e d s c h e d u l e s a n d
g e o g r a p h i c a l s p r e a d . W e
h a v e h e a r d c o n c e r n s o v e r
w e e k e n d f a m i l y c o m m i t m e n t s ,
e v e n i n g c l a s s e s , a n d n i g h t
d r i v i n g d i f f i c u l t i e s a m o n g
o t h e r s . W e c o n s i d e r e d w h a t
t i m e s a n d l o c a t i o n s m i g h t
e n a b l e t h o s e w h o h a v e n o t
b e e n a c t i v e r e c e n t l y (o r
e v e r b e f o r e) t o j o i n u s .

O u r n e x t m e e t i n g w i l l
b e T u e s d a y , O c t o b e r 12 f r o m
(s e e P r e s i d e n t s , p g . 3)

UPCOMING EVENTS

CHAPTER MEETING OCT. 12 AT
GRANDY'S 4121 NW HIGHWAY
12:00 TO 2:00

TEXAS STATE SEMINAR
OCT 15-17 RAMADA KINGS INN
HOUSTON TEXAS

CHAPTER MEETING NOV. 11 AT
EDMOND PUBLIC LIBRARY
10 S. BOULEVARD--3:00 TO 5:00 P.M.

CHRISTMAS POT LUCK BANQUET
AT DAVID BONHAM'S
DECEMBER 3 AT 6:30 PM

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The Sooner Tuner is
t h e m o n t h l y
p u b l i c a t i o n o f t h e
O k l a h o m a C h a p t e r o f
t h e P i a n o T e c h n i c i a n s
G u i l d , I n c . ; N o r m a n
C a n t r e l l , A s s o c i a t e ,
E d i t o r . A l l a r t i c l e s
m a y b e r e p r o d u c e d
w i t h o u t f u r t h e r
p e r m i s s i o n . S e n d
c o n t r i b u t i o n s t o :
N o r m a n C a n t r e l l ,
E d i t o r ; T h e S o o n e r
T u n e r ; 2251 NW 19th;
O k l a h o m a C i t y , O K
73107

Oklahoma Chapter Officers
1993-94

President	David Bonham 721-0566
V. President	Tim Hast 359-0440
Secretary & Treasurer	Nathan Sobel 329-6971

NORM'S NONCENTS

I have had an interesting set of circumstances in the last week. Every once in a while all of us have had a customer who has missed an appointment along the way. While this is frustrating usually it only happens on an occasional basis. Last Friday I drove to Midwest City during afternoon rush hour to make an appointment scheduled only the previous afternoon. When I arrived no one was home. I was thrilled at the prospect of sitting for an hour until my 6:00 p.m. appointment.

On Tuesday morning my customer provided me with a wrong address at which to meet her and only her own home phone number. Wednesday afternoon I drove to Norman and you guessed it, no one home but the pool guy who hadn't seen the owner all day. Needless to say my productivity ratio is slightly lower than I would like for this month as a result.

Do you have a policy for such occurrences? If so it might make for an interesting discussion at a chapter meeting or you might drop me a note for publication. I know this is not indigenous to Oklahoma as the following excerpt from The Valley Technician by Mark Stivers will attest.

One of the most vexing problems we tuners face is what to do when a customer misses an appointment. Justice demands that they should pay something. After all, you did your part, and they screwed up. This is fine, if and only if, you agree with the customer in advance. Otherwise you will end up in an argument. You cannot win an argument with a customer. This is a variation on the old saw "the customer is always right."

No matter that you are a piano expert, and your customer is a fool. No matter that the facts are as plain as day. Your business is not to score debating points, but to provide a service. And if your customer is mad at you, even if they are in the wrong, you cannot provide your service.

*And what do you do about missed appointments? Perhaps an agreement beforehand about a "rescheduling fee." Definitely, a card or phone call to remind them of the appointment. And if they miss it, cheerfully reschedule. Or if you can't be cheerful, drop the customer. But don't argue.**

I hope this provides some insight and options. Good luck in future scheduling.

Norman Cantrell, ED

From the February 1993 edition.

PIANO PROVERBS

An optimist is someone who tells you to cheer up when things are going his way!

SOAPBOX

President's (from pg. 1)

noon to 2:00 p.m. at the Grandy's, 4121 NW Highway. We had a good turnout once before when we scheduled a breakfast there in their meeting room. The November meeting will be on the 11th from 3:00 to 5:00 in a seminar room at the Edmond public library. The December event will be our semi-traditional potluck dinner at the Bonham's house in Ski Island, possibly to include a pontoon boat tour of the Christmas light show. This is scheduled for 6:00 on Friday, December 3rd.

We hope to learn more about our chapter's needs and preferences by experimenting with our schedule and our format. Please let us know what works best for you!

David Bonham
Chapter President

Is a Sale a Sale?

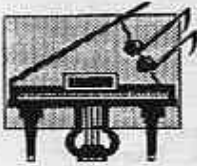
I recently had an opportunity to talk with an individual who has been looking for a piano for several months. This person recently attended the "big sale" sponsored by a local piano store. When I spoke to her, she had just returned from the sale only to find our the piano she looked at one month previous is now "on sale" at a higher price. This customer has the sense to shop around and not be snowed by dealer "hype". Advertising a sale means that items will be sold at a lower price than normally offered. The Better Business Bureau is very specific with their guidelines. What concerns me is the number of people who make purchases after being led to believe they are getting a reduced sale price. Again, this is another instance where we, as piano technicians, have to better educate our customers in not only piano care, but piano marketing.

"Such a Deal"

Now for the "bargain hunter." How many times have we shown a piano to a customer, evaluated a piano, or even recommended a piano purchase by a customer only to have that customer go out and buy a piano that is in such a dilapidated condition that nothing short of a total rebuilding is required at a cost of more than the price of either instrument that you recommended. This happened to me this past week and I really wanted to tell this customer how stupid they were and they deserved the deal they got. (I toned it down from what I had wanted to say to something a little less antagonistic.) Again, education is the only cure for situations such as these.

Bill Trofts, Editor
The Gateway Tuner, December
1992 Issue

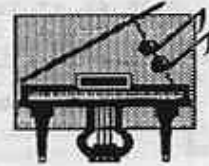




TUNER TALK

WITH

Bob Barnhoff



Hello, this is Bob Barnhoff and this is Tuner Talk. Let's check the mailbag for this month.



Dear Bob:

I am bemoaning the fact that my taxes have been raised by our president on a retroactive basis. This doesn't seem fair. I am wondering if you have any advice. I am also distressed by the increase in gasoline taxes. Won't this cause the prices of everything to skyrocket?

Overtaxed in Tulsa

Dear Overtaxed:

You have hit on the beauty of our president's plans. Sure prices will skyrocket but why should Bill care since after one term in office he gets a lifelong pension. As to what you should do about the retroactive tax increase, my suggestion is to contact all of your customers from January 1 of this year and inform them of your own retroactive price increase. I am sure this will be quite a business builder for you. Let me know how it comes out.

Bob

The Sooner Tuner
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