

# Principles of Sports Turf for Dealership Professionals



## At a glance...

### Customised Provision

Delivery Method: Classroom and practical

### Introduction

The course is aimed at those in the dealership who engage with sports turf customers. Specifically, this course is aimed at sports turf dealers to enhance their knowledge and skills when dealing with sports turf businesses. This includes learning about customer relations, principles of sports turf practices and precision mowing optimisation.

### Overview in brief

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### The finer details

#### Session 1 Turf Technicians & Sales Professionals Customer Relations

- Understanding and dealing with customer expectations when at a sports turf site
  - Gathering customer's needs in a professional manner
  - Provide professional customer communication
  - Situational management of dealing with machinery issues in specific scenarios
- Session 2  
Turf Technicians & Sales Professionals agronomy

#### Session 2 Turf Technicians & Sales Professionals agronomy

- Understand the principles of turf agronomy practices (e.g. mowing, aeration, fertilising, top-dressing, brushing, irrigation; weeds, pests, disease, and disorders; Overseeding)
- Basics of measuring playing surface characteristics
- Basics of sports turf root zones Basics of turfgrasses

#### Session 3 Cylinder mowers optimization



- Understand the principles of mower set-up including safety checks, pre-start checks, quality of cut, height of cut, clip rate, attitude, faults)
- Understand the principles of cylinder mower sharpening



## Who should attend?

Turf Technicians, dealership professionals, machinery sales professionals.

## What will be covered?

The learning outcomes:

- Dealing with customer expectations when at a sports turf site
- Gathering customer's needs in a professional manner
- Provide professional customer communication
- Situational management of dealing with machinery issues in specific scenarios
- Principles of turf agronomy practices (e.g. mowing, aeration, fertilising, top-dressing, brushing, irrigation; weeds, pests, disease, and disorders; Overseeding)
- Basics of measuring playing surface characteristics
- Basics of sports turf root zones Basics of turfgrasses
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