

SESSIONAL SERVICE - The Secretary was authorized to subscribe to the Sessional Service which provides copies of all Bills of the Ontario Legislature for a charge of \$15.00 per session.

ASSOCIATION BRIEF TO MINISTER OF LANDS AND FORESTS - It was announced that, owing to the transfer of Mr. J. B. Yoerger to another Department, the Minister will appoint a new Chairman of the Inter-departmental Committee, which was established to study the Brief on Survey Administration in Ontario.

NEXT MEETING - The next meeting of Council was called for January 6th, 1964.

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## **SPECIAL ARTICLE**

### YOU ARE YOUR OWN PUBLIC RELATIONS COUNSEL

by The Public Relations Committee

#### PR IN YOUR OFFICE

*Editor's Note: This is the second of a series of articles devoted to developing good Public Relations between the Ontario Land Surveyor and his client and between our Association and the Public. The first article was published in the October, 1963 issue.*

#### Why Public Relations? What's It To You?

The answers are simple.

It is the client who determines the success of your practice and the balance of this success depends on the impression of your practice in the public mind. Clients form their impressions of your firm through contacts with your employees. And some of us may not even realize that part of our employees' job is helping to build and maintain good public relations.

You cannot afford to have clients who are anything less than the best of friends. Friends can be depended upon for understanding, for sympathy, or for support. We need them all. If we make friends of our clients, they will always give us a fair hearing. Your organization doesn't need anything more, but it can't settle for less.

That's why we need PR.

#### PR By Listening To Your Client

A major point in a public relations program is listening to the client. Only a small proportion of the people who visit you in your office come in angry. But it's important that you treat every one of them as your guest. You are aiming at making your office a more friendly place in which to do business.

#### Difference Between Guests

The big difference between a guest in the home and a guest in the office is that at home you engage in a friendly chat, while in the office you conduct an interview. The closer this interview can come to the tone of a chat, the friendlier the impression you will create on the client.

For you, no more important guest ever visited your home than the client who comes to call on you at your office. And there are certain techniques which can



make him realize his importance. The cardinal rule is courtesy, followed by a smile. Give him your immediate attention. Don't keep the client waiting. If you don't know the answers, find someone who does. If his problem requires a specialist in a particular field of the profession offer to bring the specialist in on his problem.

Although most contacts with clients are made in your office, if you meet a client face to face -anywhere,,you are immediately identified as part of your organization. So it's important that every one in your firm is friendly and courteous to every client. Sometimes it's difficult to greet every client with fresh interest. But it's fatal to leave the impression that he's just another number. This tendency rears its head during rush ours and it creates an atmosphere of cold efficiency, not something likely to create an aura of goodwill with the client. When you talk to a client, don't use technical jargon - it only confuses him. Basically, all they want is a survey, a plan and maybe only some advice.

### As Others See Us

Our aim at all times is to give clients the feeling they have been treated in a business-like yet friendly way. They should also leave reflecting on the helpful and courteous service they received.

Each time you show special interest in a client you create a good impression not only on him, but on anyone else who might be nearby. Remember, when you're in your office or in the field your behavior is always being observed.

Here are a few pointers to help create the favourable impression we are looking for. Probably none of them is new to you, but it might help to get them down on paper, and refresh all our memories. It's important to maintain a good personal appearance. Well-combed hair, clean hands, shined shoes and neat ties are taken for granted. But if a man needs a shave, it's noticed immediately.

Our personalities should be reflected by our surroundings. Our desks shouldn't get cluttered up. They should present to the world a spick-and-span appearance, with very few papers in sight. This goes for the inside of the desk too - don't pack your desk so that everything pops out like a Jack-in-the-box when you open a drawer.

One of the best ways of showing a polite personal interest is to learn the client's name early during the conversation and use it often. Nothing puts a person so much at ease as hearing his own name, but make sure you get it correctly and pronounce it correctly.

### A Friendly Approach

When you're home, company manners dictate that the family doesn't criticize its members in front of guests - or you'll hear about it afterwards. It's the same in your office. You or your employees should never criticize another firm or employee when talking to a client. For one thing, it reflects upon the person making the criticism.

Another thing to watch for is not to keep the client waiting unnecessarily. It's happened to all of us, in stores, banks and dozens of other places. Let's not be guilty ourselves. Keep track of the order in which clients come in, and serve them in turn. When you're busy with one and another comes in, just let him know you've noticed him; it can be done with a smile or a nod of the head.

Our success with a client is often determined before a word is spoken. And this is the vital factor. Show friendliness in your attitude as you approach him. Listen to his story attentively. You'll get a lot of information you might need just by letting him talk. It will help to keep notes of the key facts.



Let The Client Close

Closing the interview is usually done by the client. He comes in for information, or for help in solving a problem, and when he's satisfied he gets up and leaves. But as a matter of courtesy, ask him to drop in again whenever he has another problem or in fact at anytime.

If the client is extremely talkative, rising is a graceful way to apply the brakes.

We've all got our share of problems - but it's of the utmost importance that they don't overwhelm us so that we forget the cardinal rule of showing a genuine interest in other people and their needs. Our goal should be to treat every client in such a way, that he leaves with a favourable impression. He should feel he's been treated as an important individual, with respect and courtesy. Above all, he should believe you are glad he called, and that you were pleased to serve him.

**SPECIAL ARTICLE**

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**METHOD FOR SOLVING ANY INTERSECTION OF ANY SIMPLE CURVE BY A STRAIGHT LINE \***

This solution is based upon a simple Latitude and Departure Closure and on the two mathematical facts that the Departure of a line running due North or South is zero, and that a Departure divided by a distance produces the sine of the Bearing of the distance.

- Step 1 - Let the Bearing of the line intersecting the curve be North (or South).
- Step 2 - Relate all other Bearings necessary for the Solution of this problem to the Bearing of the intersecting line as North (or South).
- Step 3 - Set up a Latitude - Departure Closure beginning at the point of intersection of the intersecting line with the curve.

Consider the following example in which the information given is the radius and the point where the intersecting line crosses the tangent. The Bearings shown without brackets are actual and those shown in brackets are referred to the Bearing of the intersecting line as North.

