

Sales talk sends wrong message

OFFICIAL LINES

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THE last few weeks have seen an upturn in fortunes and an air of optimism is returning among the supporters, as we have started to grind out some results again.

We've tightened up the defence and with the manager being able to strengthen the squad we have moved off the bottom.

This week we saw another example of Neil Smillie's prowess in the transfer market with the performance of Jermaine McSporran at Wigan who shows sign of adding the flair that we have lacked of late, but how is the manager rewarded for this?

He is told publicly that not only is there no more cash available but that the club are likely to sell his best players if crowds don't improve.

Financial director Graham Peart apparently thinks we cannot support a level of football in the bottom four of the second division. What a great vote of confidence that is, and he should ask himself what effect this sort of statement will have on dressing room morale.

How will it attract wavering fans to come along, if a director apparently has no confidence in his own team?

It's all very well to moan at potential fans for not coming to the Chesterfield cup-tie, but you cannot drag them in off the street to watch. Surely he should be looking at the club's pricing policy which is discouraging people from coming. To expect the casual supporter to pay twice in one week is expecting a lot at our prices and these are the people we must attract.

It seems basic economics are being ignored, for example, there is a point when if you increase your prices any more, fewer people will be prepared to pay for your product.

No amount of marketing gimmicks will get over this in the long run because the special offers which are appearing from time to time do not benefit, but only alienate your regular supporters, ie season ticket holders who have loyally paid up front and gain no advantage from them.

What we need from this director is more thought on the long term effect of his words and certainly to adopt a more positive approach. The fans are optimistic about the future why isn't he?