

SALESENSE

We sent our reporter to a Sales Meeting addressed by a professional sales authority and our man came home with a notebook filled with shorthand.

We liked the stuff. We couldn't make up our mind how to edit it—so we have printed it just as it came to us. There are some points that are new, while there are others that aren't—but neither are the Ten Commandments nor the Sermon on the Mount—and they are pretty sound.

Go through these notes and pick out the points that hit you personally. Use them. Then, from time to time, run through the notes again. We'll bet that some others will set you thinking.

That's why we are printing them—for you.

—EXECUTIVE SALES

How would you define the first duty of a salesman? We would say it is to *Know His Job*—which means knowing all about

- Products and features
- Proper customer relationships
- Stimulating prospect interest
- Demonstrating the product
- Using special sales aids
- Answering and overcoming objections
- Selling quality
- Closing sales
- Finding prospects

And there are some additional duties, such as

- Knowing why some sales go wrong and how to correct your selling story
- Knowing the importance of following through and practicing it
- Giving complete post-sale instruction to all users
- Maintaining a program of periodic callbacks on users to see if they are getting adequate results, and discuss their needs for additional products
- Developing and maintaining at all times a friendly and helpful attitude toward all phases of the business

What, then are the qualities necessary to be a successful salesman? Consider these:

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|--------------|-------------|
| Friendly | Cooperative |
| Helpful | Loyal |
| Sincere | Square |
| Enthusiastic | A Worker |
| Smart | |

Comments? Probably unnecessary, but run through these. Very likely there isn't a single point there with which you will disagree. You know that a salesman needs to make friends—meet a lot of people—be well liked. A pleasing manner is necessary in winning good will. People do business with people they like—they refuse to do business with people they don't like. The basic reason for being a salesman is "to help people select and use the merchandise they need." A friendly and helpful attitude helps you to establish confidence.

Be sincere. Say and do only those things which you honestly believe in, know that you can honestly stand back of. Enthusiasm helps you put over a selling story and create a desire. Both sincerity and enthusiasm help convince your prospect and win confidence.

Be smart—have tact—put a leash on your tongue—stop and think before you speak. Manage your time, so you can apply your selling knowledge and ability most effectively. Keep your health—selling requires long hours, hard work, and the right mental attitude. Have a good appearance—neat and well groomed—appro-

priate to your job. It helps you win confidence and respect when first meeting prospects.

Being smart also means to learn from experience. Benefit from every sale and every contact—increase your ability and effectiveness. Improve your memory. Develop your judgment and “sales sense.” Constantly strive to improve your ability to express yourself. Have an understanding of human nature and a tolerance of the difference in people’s attitudes, characteristics, etc.

Being cooperative—Learn to see the question from the other fellow’s viewpoint to find out why he is asking the question or bringing up a point. Learn to put yourself in the other fellow’s shoes so that you can learn the prospect’s true need and how to appeal to him so that he will buy. Learn to get along with people, your fellow workers, prospects and customers.

A salesman must be loyal and square—always. With his customer, whom he must guide and help as he individually needs. He must be loyal and square with himself—to establish a goal and then manage his activities so that he makes proper use of his time and progresses steadily. He should be square and loyal to Linotype—uphold its good name and strive to increase its reputation for fine products, good service and fair dealing with customers.

A worker must have the will to stick everlastingly to the job—be a top producer. There is no substitute for hard work—real success does not come easy in any profession.

Here’s an interesting set of figures that appeared in our reporter’s notebook. We do not always run to statistics, but here is the record of “Why salesmen go wrong” as compiled in a survey of over 600 salesmen who *failed*. It’s probably as good as any similar set of figures—and it’s significant.

Lack of industry	31%
Didn’t follow instructions	12%
Inadequate knowledge	12%
No fighting spirit	10%

No determination	10%
Dishonesty	8%
No enthusiasm	4%
No tact and courtesy	4%
Drinking and gambling	3%
Poor health	1%

There’s the story—slightly different words, but it tells why some salesmen fail to make the grade. Surely we can say that “Lack of industry” ties right in with our “Being a worker” quality—and the lack of this one quality accounts for 31% of 600 men. Then 10% failed for lack of fighting spirit—another 10% for lack of determination, and 4% more lack of enthusiasm.

Sure it’s tough to develop these qualities—but the salesman who’s going to win must take every setback in stride. When some sale discourages you, you’ve got to bounce right back like a new golf ball—you’ve got to have a fighting heart—determination, and enthusiasm.

Customers and Products are really the backbone of our business, for obviously if a salesman lacks either of these two fundamentals he is out of business. Since they are the foundation for success in selling, then it is important that each be given great care and attention.

The good carpenter keeps his tools sharp and in good shape—he handles each piece of wood with loving care, for he knows that his success as a craftsman depends on these two things.

In a similar manner, the salesman’s success is determined by the way he approaches and treats prospects—and demonstrates products.

There never was a time when selling offered more of an opportunity, or more of a challenge. This means that today’s salesperson needs to know more—be more alert—more on his toes about selling than in any period of American business.

Truly, he needs a full measure of *Salesense*.