

to us; first, because of our appreciation of the need of higher education and our respect for Dalhousie as an institution, second, because of what Dalhousie can do for our sons or our relatives; and third, of what Dalhousie can do for the Country. We must eliminate all doubts and **GO TO IT.**

REAL OBJECTIONS

vs.

SURFACE OBJECTIONS

You are sure to meet certain so-called objections. The great difficulty is to distinguish between real objections and surface objections. Many a person has lost the purpose of his interview simply because he allowed the prospects to draw his fire by means of surface objections. Be sure to distinguish between real objections and surface objections: be prepared for the real objections, but do not waste time with objections that are simply excuses. In every case note the real objections and forward them to us.

KEEP TO THE MAIN ISSUE

Be careful that you do not allow your interview to develop into a futile argument. To win the argument is often to lose the sale. Have your arguments well in hand, have your answers to possible objections well framed, and take them up one by one, but do not waste time on excuses. Remember that your purpose is to render a service, by clarifying the issues so that the confused mind will better be able to arrive at the right decision. Keep your prospects on the main track. Assume that every man wants to do the right thing and help others, and he will thank you if you can so clarify the situation that he is enabled to make a decision which will give him pleasure for the rest of his life. For that reason, it is well to