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apt to lose sight of the importance of this subject, and do not pay the attention they might to it when engaging assistants and when assessing their abilities. Doubtless most of our readers consider themselves the best judges of the conduct of their employes, but they overlook the fact that their own treatment of customers may not be up to the standard of some of their competitors. If this is so, the sooner it is remedied the better, because the treatment of customers by the principal is scrutinized even more than that of his employes. The various inducements which ought to be held out in order to draw customers into the shop and to attract them to the counter have been considered and treated of under their several headings, and in this chapter we only wish to refer to the personal treatment of customers during their stay in the shop, and while they require the attendance of the employer or his assistant. In the ironmongery business we are rather fond of using the term assistant, but for the subject under discussion the term salesman is somewhat more correct. Although the employe of an ironmonger is undoubtedly his assistant, and should be his willing deputy in every department in which he has to take part, he is certainly required to be primarily a salesman. A successful salesman is one who contrives to please his customer, and at the same time make an advantageous sale for his employer. The secret of doing this is to hit the happy medium of push and go without overreaching the mark and leaving a bad impression in the mind of the buyer. A satisfactory sale is one which gives the buyer the article he wants without his feeling that he has paid above a fair price for it. The majority of sales are those where a buyer needs the article he buys, and it only remains for the salesman to judiciously advise him as to the right and best thing to select. This may be done in a friendly manner, and at the same time showing such a degree of interest in the selection from the buyer's standpoint as to show a spirit of fair dealing to be the ruling thought of the establishment. Naturally, without overdoing it, the ambition of a good salesman is to point out the advantages of an article of greater merit and to lead the buyer to select one on which there will be a greater profit. The salesman who is afraid of his trouble will never be successful. He should convince the buyer that for the time being his every effort and his time is at the disposal of the customer. That customers vary and are sometimes as "changeable as the wind" is a well-known fact. No two are alike in disposition, and to be a good reader of character is one of the most important traits a salesman should cultivate. To know when to speak and when to be silent is of vast importance, and a sunny temperament goes a long way in smoothing over the difficulties of a salesman's path. Be courteous, obliging and willing at all times to advise, and by a superior knowledge and perhaps ripe experience guide the buyer—not always in the most profitable way, but always in the way which will tend to secure a lasting client and one who will recommend others as well as buy

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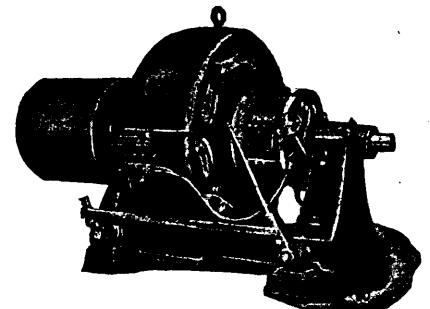
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