

A Straight Talk from the Manager

The "Go-Getter"

¶ Some weeks ago I met a friend—a grocer—and after the usual greeting our talk drifted around to business. Before going further it will be as well to tell you that my friend is a very successful merchant and has made a success against very keen competition from "price-cutters" and chain stores.

¶ "Well, how do you find business?" I asked. "I find it by going out and hunting for it," was the reply, and continuing said: "When I want business I go out after it. I'd go broke waiting for it. I'm a 'go-getter.'"

¶ That reply sums up the case.

¶ The grocer that hides behind his counter waiting for business to find him, usually finds the amount in his cash drawer at closing time much smaller than he expected. He gets the left-over business from his competitors—the long-credits and no-goods—and has considerable trouble with his creditors.

¶ But this "go-getter" grocer keeps his cash drawer bell tingling by getting after trade in an aggressive way. He gets a larger profit on his goods because he "sells his goods" instead of "takes orders for groceries." He has built up a big business and beat out the chain store and price-cutters by giving his customers a service they didn't get elsewhere and backing it up by selling quality goods—the kind that pleased the customer and brought them back for more.

¶ "But how does this affect me?" you say. Here's where it hits you. What this "go-getter" did you can do. The secret of his success is an open one and can be readily applied to your business.

¶ It is simply making the most of your opportunity. My clothing friend, I told you about last week, met an emergency by adding a new line that appealed to a different class of customers. My friend, the "go-getter," went after the business—and got it, too—when he found the chain store cutting into his trade. He went out and developed a new market for his goods, and has prospered.

¶ The "go-getter" believes in making his window sell groceries—he spends considerable time on his displays, but it pays because they pull business.

¶ He makes his local paper sell goods for him. He employs it regularly and pockets a nice profit from the goods it sells.

¶ He has been a regular reader of Canadian Grocer for many years. He has found in it many ideas that have helped him to success, and many advertisements that have pointed the way to better profits. He has found in it the solution of many a problem that had baffled him and from its pages has received the inspiration that has so materially aided him in building up his business.

¶ His clerks read it—ads and all. His competitors say that his clerks are "good men"—they get the business because they know the goods they are selling.

¶ ARE YOU A "GO-GETTER" or a "sit-and-waiter?"

¶ Think it over.