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AN EXPOSITION OF THE FUNDAMENTAL PRINCIPLES UNDERLYING SALESMANSHIP

Ontario Beekeepers were Most Fortunate to have at their Convention in Toronto two weeks ago a Paper by Mr. B. Tyrrell, Secretary of the National Beekeepers' Association—Mr. Tyrrell Talked upon the Art and Science of Salesmanship and Related it to Improved Methods of Selling Honey—This Address Contains so Much that is worth the time of any Farmer to Read that we herewith Reproduce it in full.

"SALESMEN are born but not made" is an old saying that has been thrown at us from time immemorial; but it is an old saw needing a lot of filing for "Salesmen are born and made," if they will recognize and use the fundamental laws underlying salesmanship.

The extent to which salesmanship enters into our lives is little recognized by the majority of us. No matter what our occupation we will find by careful analysis that the art of selling plays an important part in our success. The laboring man requires salesmanship in order that he may sell his services to the best advantage. The farmer should know the laws of salesmanship in order that his product may be marketed to the best advantage. The lawyer must exercise the principles of salesmanship if he gets the best patronage. The banker to make the biggest success must observe the finest points of salesmanship; suggesting, persuading, and creating favorable impression, and doing it so nicely that no one suspects he is trying to sell the services of his bank. And so we could go on down the line, naming one occupation after another, all dependent on salesmanship, and showing that the most successful men are the best.

FACTORS THAT INFLUENCE A SALE

Three factors enter into a sale; The salesman, the thing sold, and the customer. No sale can take place without these three factors. To consider two and ignore the third would be to invite failure. So we must analyze each in turn.

The salesman. A successful salesman must be able to inspire confidence, create desire and command decision. He is without doubt the most important factor of the three, and yet in many establishments he is evidently considered the least. Large department stores pay out thousands of dollars for advertising, stock their stores with excellent goods, and then many of them turn the selling over to the most incompetent of clerks. How many times have you gone into a store with your mind all made up to purchase a certain article, have the clerk hand it out to you, take your money, and then suggest that "You don't want anything else do you?" instead of saying "What next, Mr. Brown?" If you have never noticed this in the past, just observe in the future how many "order-takers" will suggest to you that you don't want anything but the article you have just paid for and what you came in for. Then again notice the occasional live one who will fill the order you gave, and then tactfully call your attention to a half-dozen other articles they have "just received," and if you don't buy more than you came in for you are a good one.

Many would-be salesmen so conduct themselves

that your attention is centred on them instead of on the article to be sold. This is done either by dress or manner. A plain simple dress is the only thing allowable. An earnest, enthusiastic manner gets the attention where you want it—on the article to be sold. Confidence is a prime requisite to selling, and we don't generally have the most confidence in the salesman who dresses to extremes, either too poor or too good, or who is continually boasting of what he has accomplished.

The thing sold. The article itself must have merit. It must be worth the price asked. It must be able to command the respect of both the customer and the salesman. No salesman

An Appreciation We Value

When the Special Household Number of Farm and Dairy came and I looked it over, I came to the conclusion it was the best you had yet issued. Arrangement, illustrations and variety and quality of matter were all good.

I meant to write you immediately, but didn't. I am determined not to let so many of my good resolutions slip by unheeded, so at this late date I congratulate you on your splendid special issue for women. I am with sincere good wishes,

Laura Rose Stephen.

can continue to successfully sell an article he does not have confidence in. He must be able to become enthusiastic over it. He must be willing to defend it at all times. This defence must be sincere, for insincerity will always tell in an attempted sale. The salesman may delude himself into thinking he can sell an article he does not have confidence in, but, believe me, his success will be short-lived.

The customer. You would hardly expect to sell a set of blacksmith's tools to a lawyer. You would hardly go to a saloon to sell Bibles. And yet salesmen sometimes make attempted sales to people who have no more use for the article sold than a lawyer would have for blacksmith's tools or a saloon would have for Bibles. The customer must be one who would have use for the article to be sold. Possibly he doesn't know that he needs it, and it is then the salesman's business to show him.

A SALE A MENTAL PROCESS

The sale itself takes place in the mind. If a man comes to you and asks for a given article and you supply that article and take his money, don't delude yourself into thinking you have made a sale. You haven't. You simply filled his order. He made the sale himself, and it was made before he reached you. There is a big difference between taking orders and making

sales. You must actually influence the other man's mind, and persuade him to purchase at a profit to you that which you have for sale if you are to consider yourself a salesman.

For every sale that is made the customer's mind passes through four stages or changes. The four changes take place whether the sale is made in one minute or one year. They are "attention, interest, desire and resolve to buy." You must first get your customer's attention; this must be prolonged into interest; interest must be intensified to desire; and after that you must get resolve to buy, or action. Many sales fail because this law is not understood. Attention is secured, but the salesman doesn't know how to ripen it into interest. Or possibly he attempts to force the "resolve to buy" before even interest is secured. When he has secured attention he should know that the customer's mind must pass into that stage called interest. When interest is aroused he has even harder work before him to carry it along to the point where a desire is created. And when the desire is created he must be able to carry the hardest part of all, and get the "resolve to buy." With these four changes in mind, with this law understood you should be in a better position to sell your honey than you were before.

The first that we would consider then is the honey salesman. He may be yourself, your paid representative, or a circular or advertisement. Even a letter sent to sell honey is in that case your salesman. So you must be careful that whatever it is that conforms to the first law of selling; that it can command attention. That attention, understand, must be for the honey offered. If you are the salesman your dress and manner must be cultivated so, you will not attract undue attention to yourself. You must be neither overdressed nor underdressed. You must be enthusiastic and earnest in your manner but not loud, noisy or boasting. These same rules must apply to your paid representative. If it is a circular or advertisement, it must be printed on good quality of paper, honestly and reasonably worded, or it will fail of its mission.

Next, considering the thing sold, we must have a good article of honey, one suitable to all the tastes of the particular class of people we are attempting to sell to. Don't attempt to sell buckwheat honey to those who prefer clover. Give them what they want. Put in a popular-sized and popular-priced package.

SPECIALIZED SELLING

Your customer. Owing to the nature of honey, your customer can be found in every walk of life. But you will have better success if you pick out a certain class and aim your selling campaign at that class. Some people can do better work in selling honey to the business and professional men for personal consumption. Others can sell better to women. Still others have better success in reaching the working men. Each of these classes requires a little different method of selling, a little different set of arguments presented than the others, and it will pay you to study them.