

# THE CANADIAN DRY GOODS REVIEW

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## PROGRESSIVE STOREKEEPING

A MONTHLY ARTICLE ON THE PROPER MANAGEMENT, SYSTEM, ETC., OF AN UP-TO-DATE  
RETAIL BUSINESS.

Specially written for THE CANADIAN DRY GOODS REVIEW

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### The Qualities of a Salesman.

How few really good salespeople there are :  
We see an immense number of poor ones and  
a fair number of medium ones, but how few  
really good ones there are.

It is well for every salesman to consider himself and try to find out in which of these classes he belongs—whether in the poor class, the medium class or the good class. Those who are in the good class have quite a bright future before them ; those who are in the medium class may rise above that position or may not—it will depend a great deal upon circumstances ; those who are in the poor class are sure never to get any higher than they are, and, in all probability, will soon drop out of the ranks to make room for better persons.

The good salesman, above all things, is polite under all circumstances, to all persons and at all times. To be a good salesman you must like your business. One who does not like selling goods is very apt to not have the necessary patience in order to cater to all the peculiarities of the customers. A good salesman in taking hold of a customer tries to show that he is friendly, but never forward, tries to show that he is pleased to have the customer look at the goods ; that he is pleased to wait on her and is willing to do anything in his power to make a sale. He does not begin with his customer in an abrupt manner, but leads her carefully from one subject to another, up to the point of buying. A good salesman treats one customer just as well as another, treats all with respect, giving the poorest and most cranky customer as much and as polite attention as he does the richest and the easiest to please.

While it is, of course, a salesman's duty to sell the goods that a house has and to work to the interests of his employers in all cases, still, the best salesmen are those who cater to the tastes and wishes of the customers. They endeavor to sell them proper goods—that is, goods which they know will please and which they know are such as the party wishes to buy. To be a good salesman of any line of goods it is necessary that you should be thoroughly acquainted with the stock which you have in the store and that you should know something about each kind of goods ; as to what it is, its proper name and, if possible, something about how it is made and what are the differences between it and some other goods.

A good salesman will be honest and perfectly frank in all his dealings with the purchaser. If there are any defects in the goods, it is always well to tell them. This gives the customer a confidence in what you say which will cause her to lean on your judgment

and believe in your honesty of purpose and the honesty of the goods.

### Giving Opinions of Goods.

One mistake that a great many clerks make is in being too anxious to express their individual opinions about certain lines of goods. It is not always well to say too much of what you think, or to give your opinion too decidedly upon anything. It is your place to display the goods and to allow your customers the liberty of making the choice. If they ask of you an opinion, always give an honest one, stating just exactly what you think. However, in some cases where you find the customer has some difficulty in making up her mind, it is also well to assist her by giving any points which you may know yourself ; but do not be too forward in making suggestions which may not be altogether pleasing.

Another mistake which clerks sometimes make is in beginning to describe their goods and speak of their beauties, etc., before they display them.

If a lady comes into the store and asks if you have any particular kind of goods, and the clerk begins at once to go through a long speech as to the beauty and style of the goods which he has before he has taken them down from the shelves to show them, the customer may be disappointed in them when she does see them. It is always well to show the goods first, let the first impressions be made by the goods, then, in well-directed words, bring out the different good points and display them to the customer's mind. If you begin to talk too freely about the beauty of the goods, it may be somewhat of a disappointment to the customer, if, after seeing them, she does not think they are as good as you have given her reason to expect.

A good salesman must be very careful in his dealings with everyone. There are hardly two people in the world who can be handled exactly alike. Try and learn from your customers just how to handle each one, or how to handle each class of persons so that when you meet with a certain customer again, or another person of the same class, you will know exactly what to say and how to do to please her.

### Uses of An Inventory.

Every business man takes an inventory of his stock once or twice a year, for the purpose of finding out what has been his success during the past term. The wide-awake merchant not only learns what has been his success, how much he has made, what amount of