TEN COMMANDMENTS FOR THE SALESMAN

"First, be agreeable to me. Be agreeable in voice and all details of dress. Like the average consumer, I am not a slave of reason, and I go where they treat me most agreeably.

"Second, know the thing you are selling me. Tell me what I want to know about it.

"Third, don't argue with me. When you disagree with me and tell me about it you probably will succeed in antagonizing me.

"Fourth, make it plain, whatever it is. Don't talk at random.

"Fifth, tell the truth. If you lie, don't expect me to come back.

"Sixth, be dependable. If you promise me something, keep your promise. If you can't, telephone me ahead of time.

"Seventh, remember my name and face. Nothing pleases a man more than that subtle flattery.

"Eighth, beware of egotism. Don't tell me about yourself when you are trying to sell me something. Get me to talk about myself if you can.

"Ninth, think success. Radiate confidence, it is contagious.

"Tenth, be human. Selling goods successfully is a psychological proposition."—Dr. Frank Crane before International Sales Managers' Association.

WORDS OF A SUCCESSFUL AGENT.

If I could say there is any one thing that helps me get business, it is that I am not ashamed to ask for the money immediately upon the first call if at all possible. I get 80 per cent. of my business on the first call and the remaining 20 per cent. on a second call. Time is too valuable to pay a third call except in unusual cases. I get the man's cheque or money or first payment when I take his application. In my judgment, for a man to tell a prospect that he can pay the premium later when he gets ready is to cheapen the standing of the agent, the company and the policy. Then it means extra time for collections, time which is too valuable to be used for that purpose. Get the money with the application, is one of my cardinal practices. It is a sure way to get the respect of the policyholder himself—Albert Goldberg.

MORE THAN ONE WAY.

Men who wear suspenders and a belt at the same time should ponder deeply the following incident:

A life insurance agent in love with his profession overheard a priest say that St. Francis and St. Anthony had been canonized, one for preaching to the birds and the other for preaching to the fishes. Inspired by the example of such holy zeal the agent resolved to try his powers of persuasion on a certain man whose opposition to taking insurance was well-known. Suiting action to his resolution he called at the man's place of business and though he was unable to move him, the man's partners, from listening to the agent, became convinced and took each a large policy. Later, meeting the priest, the agent related what had happened.

"Even so," said the dominie, "the people went to hear St. Francis and St. Anthony preach to the birds and fishes."—Penn Mutual News Letter.