

SOME IMPORTANT APPRAISALS

It was recently proposed by Mayor Michaud, of Maisonneuve, in connection with the city's financing operations, that the Canadian Appraisal Company should be asked to appraise all the city's buildings and property so that the present value, whatever it is, shall have the seal of a reliable authority, independent of the city and its officials, and one which will be accepted in the money markets of the world as trustworthy. This proposal, which was accepted by the council, was the outcome of a discussion concerning the actual valuation of the property of the city. According to the books, the assets and liabilities approximately balanced, but the mayor and other officials think that a proper valuation will show that the city has a balance of about \$4,000,000 on the favorable side. Such an appraisal is an excellent undertaking, and other enterprises in financial doubt might follow Maisonneuve's lead.

The Canadian Appraisal Company was also called in recently in connection with a valuation to be made of the Algoma Steel Corporation at Sault Ste. Marie. This appraisal is, no doubt, being made for the purpose of establishing definite values for various purposes, among these being insurance, it being possible to make a saving of a considerable extent through knowing values which are necessary to insure. Besides, there is the advantage of definite knowledge concerning assets.

Another recent appraisal of importance made is that of the Tagona Water and Light Company, the American Appraisal Company, an affiliation of the Canadian Company being called in to determine what the city of Ste Marie should pay the Tagona Company for its electric and water franchises.

NEW BRUNSWICK CHARGES

There have been so many political scandal incidents in Canada of late, that the average man has ceased to follow the details. He tries only to learn who were the victims, what were the spoils, who got caught, and what were their politics. Tabulating even that information takes time, as so many unpleasant political intrigues are bobbing up. We have not followed closely the New Brunswick charges, but there seems to be little question that at least a statement of some kind is due from Premier Flemming.

THE HINDU IN BRITISH COLUMBIA

Whatever view one takes of the Hindu trouble in British Columbia, there is little room for doubt that the Hindus have not helped to smooth matters. They have rubbed British Columbia's fur the wrong way. Like all other fur, rubbed under such circumstances, it will fly. There are international ethics and honor and brotherly love, and numerous other factors in the problem, but the one prominent fact is that British Columbia does not want the Hindu. Whether or not the Hindu has moral and legal rights to enter and remain in the Pacific Coast province, it is certain that his stay there will be as comfortable as that of a snowball trying to live at ninety in the shade.

After all, go in the shade is not too hot for H. Pollman Evans and J. W. Moyes, wherever they are.

SELLING LIFE INSURANCE

Most life insurance agents are willing to learn how to sell more life insurance. They are critical recipients of the advice, however. That is natural, as probably there are not two prospects upon whom the same method of salesmanship will work. Every man needs to be approached in a different way, and what appeal as strong arguments to one, will appear weak to another. A perusal of the ninety-one schemes and plans proved in the field by forty-four insurance salesmen, issued in book form by the System Company, shows this to be true. Mr. G. W. Gundaker, of the Mutual Life of New York, correctly says that selling insurance is entirely different from selling merchandise. One cannot place the commodity before the purchaser and let its qualities of color or texture make their own silent appeal. It is not like inducing him to slip on the season's newest overcoat and step before the glass. Insurance does not appeal to the eye; it appeals to the reason. The descriptive powers of the salesman alone depict the merits of the proposition and analyze its benefits. The prospective buyer is influenced favorably or unfavorably almost entirely by that description and analysis.

On the salesman's own ability, then, will depend getting the prospect into a receptive frame of mind. Most insurance men make it an absolute rule never to ask a man if he wants insurance. Such a question gives an opening for the direct answer, "No," and creates a definite atmosphere of opposition which the agent must overcome. A much better way is to introduce the subject by asking a few questions or making a few statements which will indirectly arouse the prospect's interest and start him to think seriously of his own need for insurance.

Presenting the insurance proposition to the prospect involves three definite steps. These are explained by Mr. John J. Collins, of the Prudential Life Insurance Company of Newark in this way: "First, a clear exposition, when necessary, of insurance itself, its advantages and benefits; second, a demonstration of a particular policy, chosen as being best suited to the prospect's needs; and, third, a presentation of the details of costs and benefits in such a way as to create immediately a favorable impression in the prospect's mind. The first two steps are largely matters of clarity in exposition; the last requires tact, ingenuity, cleverness, in fact, all the elements of salesmanship."

The method of approach is one of the ticklish points in selling life insurance. Here, again, one cannot formulate hard-and-fast rules. In the interesting demonstration (given at a meeting of the Toronto Life Underwriters' Association not long ago) of an agent trying to interest a prospect, the main criticism of many of those who witnessed the demonstration, was that the method of approach was unsuitable for the prospect. One of the first things the canvasser did was to ask the prospect, representing a business man, to change chairs with the canvasser. This was done to arouse the prospect's curiosity, but, as some critics remarked, it might arouse his anger.

Mr. Alfred Clover, an insurance salesman, in discussing preparation for the approach, says that it is far better in the long run to spend weeks and months if necessary in determining a stiff prospect's point of contact than to take chances of spoiling him for all time by going after him "catch-as-catch-can."

Most books and hints on selling life insurance are valuable to the salesman, but the knowledge needs diplomatic application.