

Ticket Salesmanship.

By A. G. Richardson, District Passenger Agent, C. P. R., Winnipeg.

Successful salesmanship is based upon an intimate knowledge of human nature. The main thing for a salesman to know is how to get along with people. As a general rule, a great deal depends upon the amount of interest you show in each transaction; especially in planning long-distance trips.

Selling railway tickets is as important as selling boots and shoes, or any other commodity. You never heard of a salesman selling one boot or one shoe—that's what you do when you fail to sell a round trip ticket, if the purchaser intends to return. Selling round trip tickets not only protects your company's revenue, but saves soliciting at the other end. In the ticket business, efficiency means securing the greatest amount of revenue possible from each transaction.

The best way to organize your office staff is to hold schools or council meetings regularly. Hold them evenings. Exchange ideas. Make the meetings informal and discuss different subjects, for instance: "Salesmanship," having one member of your staff act as salesman and another as purchaser. Other subjects, "Organization," "Filing System," "Tariffs," "Routes" and "Fares." In the larger cities, invite your rate clerk to attend and discuss questions pertaining to his department.

Greet every customer as soon as he comes in; call him by name, if you can. Many customers are lost by not being politely accosted when entering an office. Often a customer comes to the counter to secure a folder or to ask the time of a certain train and you can wait upon him at once without offending the first customer. If you have shown the right interest he will not object to the interruption. If you find it will take some time to wait upon the second customer, you can say, "In a moment," and go back to the first customer.

A dissatisfied customer may divert revenue amounting to many times your salary. In dealing with a patron of the company, one discourteous word from any employe will throw out of gear the entire machinery for securing his future business.

Honesty in all your dealings goes without saying—but that's not enough. Add energy, courtesy and common sense. Common sense is the keynote of good salesmanship.

Customers like to be waited on by well-appearing, clean clerks. Clean faces, clean hands and finger nails, well-kept hair, clean linen and boots, have as much to do with good appearance as good clothes.

Take care of your health. Energy is the salesman's greatest asset. You can't be energetic without having good health. Outdoor walking is one of the best means of preserving your health.

Every railway company has its own advantages. Get from the engineering, operating, or publicity department some interesting facts and talk them up. Railways spend millions of dollars on improvements, equipment, taxes, etc., and the public hear little about it. Over \$108,000,000 has been invested in block signal systems in Canada and the United States. The railways of Canada and the United States spent over \$10,000,000 in newspaper advertising last year. The railways pay over \$140,000,000 in taxes every year. There are approx-

imately 1,900,000 railway employes in Canada and the United States.

All employes of the same company must pull together. Wherever there is friction there is loss. Every employe of the company has some good ideas and cooperation will bring them out. Even the office boy has his point of view. Cooperate with employes of other departments. Ask them to advise you when they hear of anyone making a trip, and solicit the business.

Without loyalty all the other qualifications are worthless.

Keep a record of your clients' names and addresses and their favorite summer and winter trips. When you have suitable literature or circulars use this record as a mailing list. In the larger cities these names can be separated under different headings, such as: "Society," "School Teachers," "Atlantic Coast," "Pacific Coast," "Southern Destinations," etc.

Conditions of travel are continually changing—new rail and steamship lines are opened up; new train services are inaugurated—and the public expect you to be up to date.

You should be an important factor in your community and help to ensure a friendly feeling between your company and the public. This feeling must exist, both for your own benefit and for the benefit of the company you represent.

Before long ticket "clerks" will be out of fashion and railway companies will employ only ticket "salesmen."

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Advice to New Trainmen on the Grand Trunk.

The following leaflet, headed, "To the new man," has been issued over the signature of Howard G. Kelley, Vice President, G.T.R.:

Your success in the service you are about to enter will depend upon the care you exercise in the discharge of your duties. The best record you can make, both for yourself and for the company, is the record of a considerate and careful man. There are engineers, conductors and others who have worked for the Grand Trunk from 20 to 30 years without receiving injury themselves or causing injury to a single one of their fellow employes. Everybody respects the man who can make that kind of record. If you are the right kind of man—and we believe you are—you desire to become one of these honor men. One fact we want to impress thoroughly upon your mind at the beginning is this: The Grand Trunk Railway does not want anyone in its service to take an unnecessary chance in the performance of his duties for the sake of saving time, or for any other reason. We say this because experience has shown that taking chances is the worst kind of bad business both for the employe and for the company. Mutual protection, therefore, makes necessary compliance at all times with the following safety precautions: Never go between moving cars for any purpose. If the coupling apparatus should fail to work, thus making it necessary to go between, stop the cars before doing so. Never attempt to adjust drawbar with

foot, or, in other words, don't kick a drawbar to make coupling. If they don't make the first time, pull ahead and try again.

Never get upon an approaching engine or car from a position between the rails.

Don't ride on pilot of an engine except when absolutely necessary in the performance of your duties, and then be sure to keep a firm hold to prevent falling.

Where permissible in the performance of your work, ride on footboard at the following, instead of the advancing, end of engine.

When necessary to open knuckle in order to make coupling, open knuckle on the standing car, instead of the moving car where permissible, and do so when the moving car is a safe distance away—at least one car length.

When necessary to open knuckle on moving car, do not step between rails to do so, and do not attempt it except when the car is moving at slow speed.

Never go under engine or train, or get in a position whereby injury would be caused by movement of equipment, without first being sure that the other members of the crew, especially the engineer, know where you are and what you are doing.

In riding on the side of a car, place the foot in stirrup, or on grab iron, and keep the body erect and close to side of car. Do not ride with foot on brake beam or oil box.

Look out for cars before crossing any track, and especially when about to step upon a track after going behind cars or other near by obstructions.

When sent out to flag, remember that others are entrusting their lives with you. Be sure to go back far enough, and never sit down while on duty as a flagman. Be sure that you are provided with all equipment required for flagging, and that the same is in position and condition for immediate use.

Make it a practice to read and understand all train orders received by your engineer or conductor.

Report to the proper person every unsafe condition or method which may come to your notice in order that correction may be made before, instead of after, someone has been injured.

Conditions may arise in connection with your duties concerning which you, as a new man, may require information and explanation. When you find such to be the case, do not hesitate to ask. Many a beginner has got into trouble by trying to conceal his lack of knowledge. You will find the older men in the service quite willing to help you.

Make yourself thoroughly familiar with the Book of Rules. It represents the best methods of railway operation which we have yet been able to devise as a result of years of study and experience by the most competent men in the various branches of the service. Remember that every rule in the book exists because experience first showed such rule to be necessary, and that you will be expected to comply with the rules—all of them—and not just those you may think you ought to comply with. You should find a study of the history, reason for and construction of the rules a most interesting, as well as profitable, study.

Australian Made Rails.—Steel rails, which it is stated compare favorably in workmanship, composition and tests, with those of other countries, are being made in Australia, the first supply having been made for the Victorian Railway Commission.