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L. B. TYRELL, DE-
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tising, 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 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 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.

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