

REVIEW MANUAL
HUDSON SALES CLINIC #1

•

A Sales Improvement Program

For the exclusive use
of Hudson Selling Men

Copyright 1949, Hudson Motor Car Co., Detroit

THIS REVIEW MANUAL IS FOR THE EXCLUSIVE USE OF HUDSON SELLING MEN

This condensed review manual is a digest of the selling ideas presented in Hudson Sales Clinic No. 1. Obviously, in a booklet of this limited size, many subjects can only be briefly touched upon. However, a review of the selling principles outlined, which have been proved by leading producers over the years, should help you in your work of selling the New Hudson.

Before you can sell you must have an *opportunity* to sell. To create this opportunity you must learn to *please* people, make them *like* you, make them believe in you, and get them in a receptive mood to listen to your selling story. As selling involves getting others to adopt your viewpoint, to realize the advantages of the New Hudson as *you* see them, it is important that you get your prospect's confidence as quickly as you can.

Many a sale has been lost because the salesman failed to emphasize some of the advantages of his product or did not stay with the prospect long enough. NEVER GIVE UP A SALE as long as there is any chance of getting the order. Before you ever give up a sale, get your sales manager, or dealer, or both, in on the deal. The only important obstacle that should ever stop you, is your prospect's inability to pay for your car (and you should find out the prospect's buying ability early in the interview).

Developing a spirit of "stick-to-it-iveness" and pleasing aggressiveness will pay off. When you don't sell it is usually because you have not done a sufficiently complete selling job.

Always remember these:

What you *know* isn't what pays off in selling. It is what you *tell* in such a manner that you make your prospect realize the advantages of your car.

All your prospect knows is what you tell him.

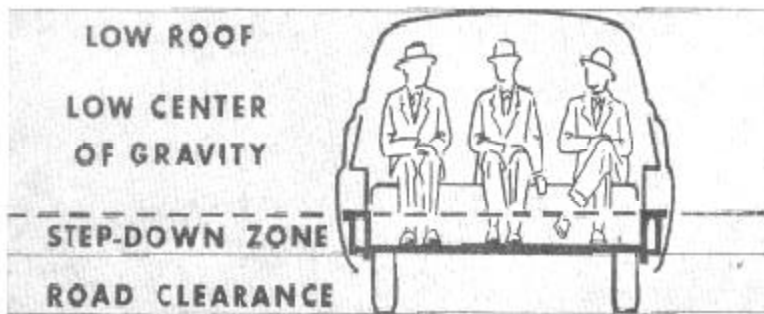
Never merely stand around waiting for your prospect to ask questions—when you greet him start talking and when you start talking start *selling*.

**THE NEW HUDSON INTRODUCED A REVOLUTIONARY
NEW PRINCIPLE OF DESIGN**

When the New Hudson was introduced in December '47, it shocked and stunned the automobile industry. Here was a car so completely *new* . . . so DIFFERENT . . . so modern . . . so strikingly beautiful . . . that



it literally obsoleted millions of other cars over-night. It jumped overnight into public favor. Here was the car that buyers had been waiting for . . . the kind of new car they had expected from the industry. The kind of car they had looked for SOME manufacturer to produce. And here it was! All the things they had wanted . . . all wrapped up in one package. A car that made no compromise . . . that asked the buyer to give up nothing!!



Here was a car built on an entirely NEW PRINCIPLE Hudson's exclusive *Step Down* design. This brand new design permitted us to build the lowest mass-produced car on the market . . . a car with the lowest center of gravity . . . the greatest roadability . . . most roominess. It created an *impressive new degree of beauty* that set new standards for the whole automobile industry. Because of its all-steel welded Monobilt-body-and-frame,* with its Step Down zone, this new HUDSON offered a new high in safety and riding qualities unlike anything heretofore known.

This new KIND of car gave Hudson men a tremendous selling advantage.

*Trade Mark and Patent Pending

WE STILL HAVE THIS ADVANTAGE

By this time you've doubtless seen all of the new competitive models, so it's obvious that HUDSON IS *STILL FAR AHEAD*. Furthermore, Hudson expects to enjoy this leadership for a long time to come—FOR OTHER MANUFACTURERS CANNOT SECURE Hudson's lowness, hug-the-road qualities, performance, safety or sleek streamlined BEAUTY until they adopt some version of the step-down principle.

The design of this new car was no accident. Hudson had planned long and carefully for this great new' car. Hudson has been building cars under its own name continuously for forty years ... and has introduced over 100 brand new developments or "firsts" to the industry. It was logical that it should be Hudson to bring out this newest innovation—for forty years' experience in building fine cars has gone into the development of this newest of all new cars. Hudson's first car in 1909 was a leader. Today's car is a leader.

Hudson made the greatest gain in car registrations in 1948 of any company in the industry. Early 1949 registrations indicate an even greater gain. Hudson's popularity and public acceptance are increasing by leaps and bounds. Hudson selling men are in an enviable position.

Now the New Hudson is the most modern of all modern cars. It is one of the finest cars built. It has tremendous public favor. But, as fine as it is, as beautiful as it is, it won't sell itself because NO PRODUCT WILL SELL ITSELF FOR VERY LONG. The makers of some of the finest and most popular products in the world know this. That's why the makers of Coca Cola, Spearmint Gum, Arrow Shirts, Campbell's Soups, and many other fine quality and highly popular products are being continually advertised, merchandised and promoted by active selling activities. Hudson knows, just as you know, that

THE FINEST CAR IN THE WORLD WON'T SELL ITSELF

The automobile business is highly competitive. Any good business is competitive. And this calls for competitive merchandising methods. Good salesmanship is the answer to a competitive market, and good salesmanship is invariably the result of training. For as many years as we have records of business, the most sales have always gone to the best salesman who went after the most of it.

Never forget that a salesman doesn't make money by merely *knowing*. He makes money by TELLING. He must know how to *tell* about what he knows.



He must get others to see his viewpoint. Nor does a salesman make his greatest returns by merely sitting around a salesroom waiting for buyers to drop in. He must go after business. He must create

sales. The salesman who makes the big money is the man who goes out after it. People will buy sooner when they are urged. They will buy *more* when they are urged. The salesman who recognizes these truths will make the most money.

Now—suppose you were a new salesman just starting out to sell Hudsons. Let's say you had a demonstrator and selling equipment ... what would be your first essential to selling a volume of cars? Obviously, in order to sell cars you must have PEOPLE to sell them to. So, first of all,

YOU MUST HAVE A BANK OF LIVE PROSPECTS

What is a live prospect? A LIVE PROSPECT is a person who can be induced to WANT a car . . . want to buy it NOW ... and who can afford to PAY for it.

So, a large part of your selling work will consist of FINDING people who want a car, who will buy now, and who can *afford to buy* a new Hudson.

Now, you get people interested, and you *sell* them, by the use of CONVERSATION. And, it must be the *right kind of* conversation, for the wrong kind kills sales. Therefore, one of your first jobs is to *learn to use SELLING CONVERSATION*.

Selling conversation calls for the use of clear and simple, but strong, persuasive words. Your SELLING language must get a prospect's *interest* . . . make him want a *car* . . . make him want a HUDSON . . . make him want it NOW . . . and make him want to buy it from *you*.

And when you deliver that car, you must make him appreciate what a fine automobile he has bought—and make him an enthusiastic

owner who will help *you* SELL *his* friends. And you do all of this by the use of conversation.

Now a person might read our Hudson ads and be favorably impressed. Or, he might talk to a satisfied owner and be influenced to investigate Hudson before buying any make. But, this same person might read competitive ads and talk to owners of *other* makes. He might even talk to salesmen of competitive makes. So, when you get a chance to talk to him he may already be impressed with some feature on another make of car.

Now, naturally, you cannot expect competitive salesmen to say anything good about your car, any more than they expect you to boost their line. Competition will only recommend the cars *they* sell. So, remember this principle of selling:

A PROSPECT ONLY KNOWS WHAT YOU TELL HIM ABOUT YOUR CAR

If you *fail* to tell him a persuasive story about your car—and some competitive salesman tells him a convincing story about HIS car, you may lose the sale. This means that *you* must tell a *good* story . . . a *complete* story.

You can't afford to take a chance on letting any competitive salesman *outsell you* by telling a more complete, more persuasive sales story. Don't overlook the fact that many of your competitors are high grade, well-trained salesmen. They can, and often do, make a very logical presentation of their own cars. And when they are up against Hudson, they put on their best selling act because they know Hudson is *tough* competition.

NEVER UNDERRATE YOUR COMPETITORS

Get into the habit of telling about *all* of Hudson's advantages—of selling as though you were facing stiff competition *on every deal*. Take no chances. Never forget too, that merely to talk to a lot of people isn't sufficient—you must tell a *better story* to more people.

It takes training to learn to do this effective selling. Training does something more for you:

TRAINING GIVES YOU CONFIDENCE

Prospects quickly sense when a salesman knows his business. A well-informed man radiates confidence. Buyers like

to buy from men in whom they believe. So a trained salesman has a great advantage.

Selling Hudson automobiles at retail, offers the trained man an excellent income, under pleasing working conditions.

Hudson Salesmen handle a high grade product, selling for \$2000 and up, and deal with people who can afford to buy a high grade product.

Your Hudson market is literally all around you. You have a great product to sell. You have both sixes and eights, a selection of many models, a wide number of modern optional features and many accessories that add to driving convenience. Hudson selling men have more selling advantages than any automobile salesmen in the industry.

Now as our business is selling, let's consider some of the principles of selling.

Benjamin Franklin was probably one of the greatest salesmen in American History. Franklin's history is known to every school boy. He rose from abject poverty to leadership of the American Congress. He had dazzling success as a statesman and diplomat.

Franklin learned his principles of getting along with, and *influencing people*, from a study of philosophers who lived many years before him. He applied their precepts to the problems of his day and he found that they worked. Today's selling problems call for the application of the same selling principles that Franklin used.

For example, he found that to sell successfully you must

USE YOUR EARS AS WELL AS YOUR TONGUE

In other words, don't do all the talking—LISTEN. Get your prospect to talk by asking leading *questions* and showing attentive, sincere interest in *his* interests. Try to find out where he lives and works, how large his family is, what kind of car he drives now, what *his* interests are. Be careful not to put him through a "third degree" but, by being pleasant, show a friendly desire to help him.

GET YOUR PROSPECT TO TALK

Find out what he has on his mind, his preferences, dislikes—what to show him.

If your prospect should express interest in some competitive feature, ask him *why* that particular item appeals to him.

When you know *why* he likes certain things, you can satisfy this preference in terms of Hudson's advantages.

Always show a prospect WHAT HE WANTS TO SEE. Get him "coming with you." THEN, if you want to change his viewpoint and step him up to a higher priced model call his attention to some of the advantages of other features and models. Never overlook the fact that the other fellow is buying the car. So show him what he wants to see first. Then after you get him "coming with you" start your selling talk on other advantages.

Once in a while a prospect will come up with an objection, so learn to

"WELCOME OBJECTIONS AS INVITATIONS TO EXPLAIN"

When your prospect tells you what's on his mind, he gives you an opportunity to clear up any misunderstanding and, in so doing, SELL HIM. So, be glad to know what objections your prospect may have. Tell him you're glad he mentioned them. And take your time in answering them, being patient and considerate. It's a good plan to sometimes agree *partially*, using the "YES—BUT" method. For example, by explaining that "Yes—this DOES seem so," then explaining "BUT" this condition has changed, etc.

For instance, if a woman were to say to you, "I like the car, but from behind the wheel the hood and fenders feel so wide, I'm afraid I'd have trouble parking it." Actually, she's saying, in effect, "Please tell me how I can handle and park this new car." Ben Franklin's principle can be applied effectively in this manner. You would partially agree by replying, "Yes, I can understand how you feel, Mrs. Jones. My wife felt the same when she first drove our present car. *But*, you'll find that it's purely a matter of getting used to it. Soon you will learn to judge the fender width just like you do now in your present car and find parking very easy." Then you'd go on to tell about the easy steering, visibility and other features that make Hudson the easiest handling car on the road.

There's another important selling principle involved in handling objections:

RE-STATE THE OBJECTION— TAKE YOUR TIME IN ANSWERING IT

There are two reasons for this. First, by re-stating the objection you show that you understand what the prospect is driving at. Second, re-stating gives you a chance to slip in a

few of your own words and, by the tone of your voice, *minimize* the objection, being careful, however, never to offend. For example, "I'm glad this is the only objection you have, Mr. Blank. The feature you mention is a nice one. I can see why you like it. We recognize the advantage of this . . . and have the same thing to offer in our . . . , etc."

Don't lose sight of the importance of keeping your poise and *taking your time* in answering an objection.

You can generally satisfy a prospect's claim by pointing that this statement *might have been so* at one time, but by showing what is *NOW* you can explain how his objection has been overcome. Never make broad claims. When you challenge a prospect's judgment you drive him into opposing you in order to defend his statement. Your prospect, for example, may think some competitive car is the finest car for his needs. Respect his judgment. Never "knock" a competitor's car. Admit that it's a nice car . . . then show some of the reasons why Hudson offers more . . . such as outstanding performance, incomparable safety, etc. Never oppose, and never, *never*, NEVER argue. Instead, EXPLAIN. You can win an argument—and lose the sale. It's only simple courtesy to respect the other man's intelligence—regardless of your own feelings.

Some people find it hard to make up their minds. And that brings up another basic selling principle:

***"HELP PROSPECTS USE THEIR OWN JUDGMENT
—HELP THEM DECIDE."***

You can help them by getting them to admit they like the various features as you show them, and would like to have these advantages in their new car. This is called "Getting a Receipt." *Point by point*, help them decide they want this and that, and then get them to decide to buy and buy NOW. After you've helped a prospect decide that he wants your car, getting him to the point of asking him to buy NOW isn't difficult.

APPROACHING THE CLOSE

There are many effective ways to approach the close when you feel that your prospect is "sold" and should be ready to sign the order. Here are a few suggestions:

You might suggest:

"Let's see—you want a Commodore Four Door Sedan, and

you want the maroon, and you want a six . . . you'll want white side-wall tires, won't you? They add a lot to the appearance of your car, and you'll enjoy having them . . . etc."

Then start getting decisions on specific features until you've arrived at just what the prospect will agree to buy. Or, you might use the method of payment as a means of approaching the close, such as:

"Are you thinking of paying cash for your car or would you like convenient monthly terms?" Then work out a time-payment deal, showing how easily the car can be bought.

You can suggest that the prospect cannot afford to wait to get a new car, because he would lose some of its enjoyment, so you might use this plan:

"You're wise to consider a new car at this time, because `the summer is when you get the most enjoyment from a car,' etc."

If your prospect has agreed with you as you pointed out each advantage of your car; in other words, if you "got a receipt" as you sold each feature, you can use the "summing up" method, such as: "Let's see, Mr. Jones, you liked the wide seats, the head room, the way this car hugs the road, the protection of the Monobilt body-and-frame with its box steel girders that encircle you, front, side, and rear, the safety of Hudson's Triple Safe Brakes, (and any other features you have used) . . . suppose we go over the particular driving conveniences you will want. You'll want Hudson's Drive Master automatic transmission, won't you?, etc."

When talking to a prospect all the way through the sale, always keep in mind the reason WHY you're talking to him. You're just trying to do ONE THING, and that's to get his order.

"GET A RECEIPT" WHEN YOU SELL

So, as you talk get your prospect to admit, as you tell him about them, that he *likes* these many Hudson advantages. This is called "Getting a Receipt." Your sales story should always lead to the close. In fact, if you sell properly, the close is merely a matter of detail . . . just deciding on those minor details, such as color, model, options, and accessories, that the prospect may want. You assume, as a matter of course, that he *will* buy your car, because he had admitted all along that he liked the advantages you've told him about, so it should be just a matter of deciding what he wants ON HIS NEW CAR.

Learn to make your presentation lead to the close—so that when you've told your story, you're always ready to . . .

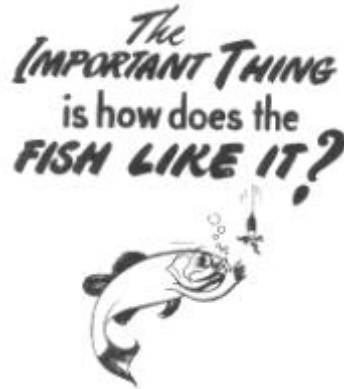
"ASK FOR THE ORDER"

When a prospect takes up your time, accepts a demonstration and lets you appraise his car, HE EXPECTS YOU TO ASK FOR THE ORDER.

Now, we've discussed many of the basic principles of selling as laid down by Ben Franklin, that great salesman. Let's think about these in a different way:

At some time in your life you've probably been a fisherman. You've risen at daybreak, gone to your favorite spot, picked out your favorite plug, spinner, or fly, and cast and cast without getting a strike. Then you selected another lure—one that the ad said would "get them every time" . . . and again you cast and cast without having even a single fish rise to your bait. For hours you've used all your favorite lures in the tackle box . . . and you've cast and cast—all over the lake or stream—with no luck!! And, as you trudged homeward at the end of the trip, tired, wet, sunburned—being somewhat of a philosopher, as most salesmen are, you learned a DRAMATIC FACT: it isn't a matter of what you think about the qualities of a *lure* . . .

THE IMPORTANT THING IS . . . HOW DOES THE FISH LIKE IT?



You can't force fish to bite. You can't force prospects to buy. You have to find out what they're interested in . . . you must offer them what they like. You must make them WANT it. For instance, a prospect may have just had an accident and may have decided that in his next car he's going to have, above all else, SAFETY. Another buyer may want the car that has the least tendency to skid. Another type of person may have a craving for speed. A woman buyer may want breath-taking beauty. The important thing is WHAT does the buyer want. And you have to find this out by getting your prospect to talk . . . to show a friendly interest . . . helpful attitude.

Your next step is to make the prospect want it NOW. Over-coming the tendency to put off buying is an important part of selling.

YOU MUST HELP YOUR PROSPECT DECIDE TO BUY NOW

When fishing, you do this by making your bait look REAL. You lay it down gently, retrieve it slowly, stopping for a moment, making it look attractive to the fish. You help him decide that here's a bait so appealing that he wants it, and you pull it away from him just a little so he will grab it before it gets away.

You make him want it NOW...

People want to be sold the same way. They want everything you tell them to sound REAL, they want to be *satisfied* that this is just the car they should buy. So, you must

**YOU'VE
GOT TO HELP
THEM DECIDE**



prove your statements . . . show pictures, facts, measurements. Tell what *others* have found out. Give the sort of road demonstration that proves all your claims for comfort, performance, roominess, easy handling, quietness. You must not only create a desire for your car . . . you must make the prospect want it so much that he will want it right away. And you help him reach this conclusion by pointing out all the reasons why he should start enjoying these many advantages right away.

You found out another fact about fishing—that you can't fish too fast. You have to give you bait time to settle ... give the fish time to look it over. Many kinds of fish bite very slowly, deliberately. Many people buy the same way. They think slowly. Find it hard to make up their minds quickly. They absorb ideas slowly. When selling this type of prospect you must slow down to *his* thinking pace.

DON'T TRY TO SELL TOO FAST

Unless your prospect grasps your selling story, it isn't a good presentation. Your story is only as good as your prospect is able to understand it. So, you must learn to talk clearly, use simple words, and give your prospect time to absorb and understand your sales presentation. Many a time, as a fisherman, you've probably jerked the hook



right out of the fish's mouth. When you sell too fast you literally take the buying opportunity right out of the prospect's hands. You must sell at your prospect's thinking pace. Give the buyer an opportunity to take hold of your selling points . . . time to decide he wants to buy and buy NOW.

LEARN CONTROL IN SELLING

Just as you had to learn to control your line when you cast your plug alongside that old stump, where you felt sure that a "big one" was waiting for it, so must you learn to control your sale. Now it took a lot of practice to learn to control your casting or fly rod. You worked hard at it. It may take some work and practice to learn to control the sale . . . but it pays off. When selling, keep your poise. Learn to smile—a smile disarms and thaws out a prospect. Learn to handle objections diplomatically, to take your time, and use the "YES—BUT" method. Be patient. Be thorough. Prove every statement. Quote the experience of others—of your owners. And always lead up to the close when you first start talking, by getting your prospect to agree that he likes your selling points as you present them. "Get a Receipt" as you sell.

The basic principles of fishing haven't changed since we were youngsters. We still need poles, lines and bait. But the technique has changed. The basic principles of selling haven't changed—but like fishing, the **TECHNIQUE** of selling has changed.

Buyers of today are better educated, more sophisticated. They think faster, act faster, buy faster. As a nation we're used to having things condensed, digested, illustrated for us. Most people own, or have owned, cars, and know a lot about auto-mobiles. We get around more, and talk to more people, so we get more impressions about cars. Modern conditions call for modern technique—and this means **BETTER** selling. Saying more in fewer words. Telling a more complete story, yet in less time. By knowing your story well, and studying the way features are described in you Salesman'

Advertising, you can learn to describe advantages graphically and understandingly in fewer words. This is the new technique of selling. To sell faster by telling your story more completely, yet with fewer words. Being logical, direct, pointed, instead of "wandering all over the lot." This doesn't mean to "cut corners," or leave out important items. It means to do a more efficient selling job. To do an organized, prepared, selling job.

If you attended Hudson Sales Clinic No. 1 you saw a color slide-film story of the Hudson Commodore Custom Series. Here was a complete story, told in logical order in just 15 minutes. It was complete enough to anticipate most questions a prospect might ask, and it set up quite a hurdle for competition to overcome. It followed the plan suggested by Ben Franklin, by wasting no time, sticking to its subject, telling the story in logical order, making no exaggerations and never putting the prospect on the defensive. Learn to use this tested and proved way of selling by using the story told in picture form in your Hudson "Salesman's Manual." (If you do not have this manual, ask your dealer to order one for you.)

There are three suggested ways of using the Hudson Sales-man's Manual:

1. Telling a complete story of the car by going through the Manual.
2. Using it as a "guide" or "reminder" . . . to be sure you haven't overlooked anything of importance . . . and to illustrate particular points your prospect may be interested in—such as Safety features . . . Comfort . . . Performance . . . Long Life and Economy.
3. In closing . . . to sum up with the buyer, all the Hudson advantages you've told him about . . . getting him to agree that he wants these things and wants them NOW.

You should know your Hudson Salesman's Manual so well that you can present it without reading it as your prospect leafs through it. When you know it THAT well . . . you can start selling at any buyer-interest point . . . and eventually cover all of Hudson's features. You'll find everything, and even more, in this manual than you saw in the picture. Your Data Book Section describes in minute detail all the major features.

**EMPHASIZE THE ADVANTAGES
THAT COMPETITION DOES NOT HAVE**

The Commodore film points out dramatically that the New Hudson is an entirely new KIND of car. It offers a combination of modern advantages no other car has.

It is the *only* car that gives an owner EVERYTHING he had hoped for in his modern, postwar car ... yet all these things are his *without COMPROMISE OR SACRIFICE*.

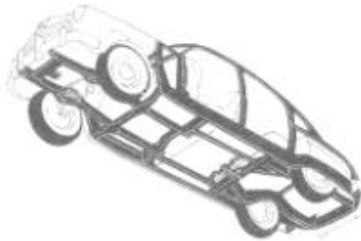
Present this different kind of car as

"THE ONLY CAR YOU STEP DOWN INTO"

Now ... this is not merely a "tricky," advertising phrase. It carries real significance. It signifies something NEW .. . an advance in DESIGN. It signifies Hudson LEADERSHIP

.. and places YOU in a position to offer a new kind of car FAR IN ADVANCE: of your competitors.

You should have one of the plastic demonstrating miniatures shown in our Sales Clinic. Ask your dealer to provide you with one. It's a grand selling tool that you can *use in* a highly effective manner.



Here, briefly, is the Monobilt body-and-frame and Step-down story that you can tell convincingly, with the aid of this miniature model. Learn to give this sequence without reading the words. Memorize it and point out the features on the model . .

THIS IS THE CAR YOU STEP DOWN INTO— BECAUSE WE LOWERED THE FLOOR BY UTILIZING THE SPACE DOWN BETWEEN THE FRAME MEMBERS.

IT HAS ENABLED US TO ALSO LOWER THE ROOF . . . WITHOUT SACRIFICING HEAD ROOM . . . AND THIS GIVES US A LOWER CAR. THIS LOWER BODY PERMITTED MORE STREAMLINING—THAT MUCH-WANTED LOW SILHOUETTE—AND GAVE US *GREATER BEAUTY OF DESIGN*, RESULTING IN AMERICA'S MOST BEAUTIFUL. AUTOMOBILE.

WITH GREATER HEAD ROOM THAN IN ANY STOCK CAR, WE STILL. MAINTAIN ROAD CLEARANCE.

WITH THIS LOWER CAR, ARRANGED SO THAT PASSENGERS SIT DOWN *IN* THE CAR. CRADLED BETWEEN THE AXLES, WE SECURE A LOWER CENTER OF GRAVITY..

THIS LOWER CENTER OF GRAVITY GIVES US GREATER ROAD-ABILITY.

THIS IMPROVED STREAMLINING, PLUS LOWERED BODY, REDUCES AIR DRAG AND WIND RESISTANCE.

LESSENERED WIND RESISTANCE AND AIR DRAG PERMITS OUR HUDSON ENGINES TO DEVOTE MORE OF THEIR POWER TO PROPELLING THE CAR. THIS RESULTS IN MORE POWER EFFICIENCY. THIS STREAMLINING AND LOWERED BODY ALSO REDUCES SIDE SWAY FROM CROSS WINDS.

WE ALSO OFFERED ADDITIONAL ADVANTAGES WITH OUR ALLSTEEL-MONOBILT-BODY-AND-FRAME CONSTRUCTION- WHICH PERMITS US TO PROVIDE GREATER STRENGTH, RIGIDITY AND QUIETNESS THAN EVER.

PASSENGERS ARE SURROUNDED WITH PROTECTING STEEL BOX GIRDERS ON ALL FOUR SIDES.

PASSENGERS RIDE CRADLED BETWEEN THE AXLES, AHEAD OF THE REAR WHEELS, GIVING THE FINEST RIDING QUALITIES AND COMFORT.

BY UTILIZING THE SPACE FORMERLY TAKEN UP BY REAR WHEEL HOUSING, WE BUILT THE MOST SPACIOUS SEATS IN ANY STOCK CAR - 63 INCHES WIDE IN REAR, 64 INCHES WIDE IN FRONT - NOT ONLY WIDE, BUT USABLE WIDTH.

WITH REDISTRIBUTION OF WEIGHT, WHICH RESULTS IN A BETTER BALANCE, WE REDESIGNED OUR BRAKING ... WHICH GAVE US QUICKER, SOFTER STOPPING, AND REDUCED THE TENDENCY TO SKID.

BY REASON OF THE GREAT STRENGTH AND RIGIDITY IN THIS MONOBILT BODY WE WERE ABLE TO MOVE THE FRONT PILLAR POSTS BACK, THUS PROVIDING GREATER DRIVING VISIBILITY.

SLANTED SIDE WINDOWS PLUS THE CURVED GLASS WIND-SHIELD AND REAR WINDOW REDUCED GLARE AND REFLECTIONS.

YET . WITH ALL THIS DRIVER VISIBILITY, BECAUSE OF THE LOWERED FLOOR, PASSENGERS STILL ENJOY PRIVACY!

That is the Step-down and Monobilt Body-and-Frame story . . . which you can tell graphically in a few minutes by use of the Miniature Model. This is the modern, better way to sell.

* * * *

HUDSON SELLING MEN HAVE A WEALTH OF SELLING ADVANTAGES

You have a veritable wealth of selling advantages . . . to satisfy different buyers who may be impressed by different features. Regardless of features some buyer may think he prefers on another make of car, remember:

THERE CAN NEVER BE ANY QUESTION OF HUDSON'S QUALITY.

If you do a convincing job of selling Hudson's QUALITY, most prospects will forget about some unimportant feature on another make of car. You have many advantages with which to overshadow practically any competitive claims.

* * * *

NOW LET'S TURN TO ANOTHER KEY to successful selling. This one involves the importance of the early part of the sale. The first thing a buyer asks you about gives you a cue to his interest. So—watch your prospect's early interest and

START SELLING AT THE POINT WHERE YOUR PROSPECT SHOWS INTEREST.

For example . . . if he walks over and lifts up the hood, start telling him about the performance of Hudson's high compression engines. Now, to the average person an automobile engine suggests, by itself, little romance or excitement. But to a trained salesman it literally COMES ALIVE . . . he makes it become thrilling and exciting. He makes it throb, pulsate, live!

SO, WHEN A BUYER SHOWS INTEREST in your power plant . . . **THAT'S YOUR CUE! START SELLING BUT FAST!** Grasp this opportunity to get him so completely sold on the power plant that he will be sold on the other features of the car before he even sees them.

If he lifts the deck of the rear luggage compartment, start selling **HERE**—point out the counter-balance which makes it easy to lift the hood . . . how easy it is to remove the spare . . . the roominess . . . how hinges are covered to prevent mar-ring luggage . . . night lighting of the compartment . . . undercoating for protection. Do a good job of selling whatever your visitor shows interest in **FIRST**, and then go into all the other features of the car.

In sports there are slogans to remind players of important precautions. In baseball it's "Keep your eye on the ball" . . . in boxing it's "Never get caught off balance" . . . in golf it's "Keep your head down and follow through." In selling, it's "*Start selling at the point where your prospect shows interest.*" *Never* merely stand around merely answering questions. Start talking and

WHEN YOU START TALKING, START SELLING

You make your living with CONVERSATION. So start a SELLING CONVERSATION, and GET OFF TO A GOOD START. Make your first impression a favorable one . . . and keep it that way. When your prospect likes you, likes the way you present your selling story, likes the interest you show in his visit, he is more inclined to buy. You can thaw out the coldest prospect with a warm, cordial, friendly approach. So, GET OFF TO A GOOD START. IT GIVES YOU A TREMENDOUS ADVANTAGE.

* * * *

THE HUDSON SUPER SERIES

Another dramatic sound slidefilm presented at the first Sales Clinic featured the HUDSON SUPER SERIES. The following point was made repeatedly. It is a key concept:

THE SUPER SERIES GIVES THE OWNER ALL OF THE PERFORMANCE ADVANTAGES, THE SAME SAFETY AND PROTECTION, HANDLING QUALITIES, ROADABILITY AND RIDING ENJOYMENT, THE SAME ROOMINESS . . . OF THE COMMODORE CUSTOM SERIES.

Whether a buyer selects a Commodore or Super may be a matter of personal finances or individual requirements. Both models represent top value . . . both give him everything he could ask for in the essential qualities of a modern motor car. The differences are in appointments and refinements.

When you sell the *QUALITY* of the Commodore you are selling the quality of the Super.

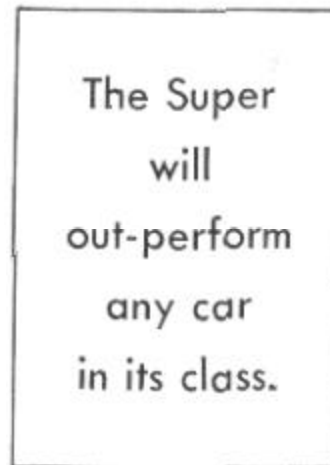
You sell the same:

Step-down design; Monobilt all-steel body and frame; engines and transmission; safety and protection features; roominess; vision; roadability; body lines.

The Super is just as *good* a car from every practical and performance standpoint . . . it may even serve the needs of some people BETTER.

The Super presentation is, after all, just a part of the Commodore story. It's the same car less the custom appointments. If you should have a prospect who is sold on the Commodore—and likes many of its features which are *not* standard on the Super, yet feels that he cannot afford the higher priced car, you may offer him his choice of many options on his Super model . . . probably *just* those particular items he likes.

All Commodore and Super models are listed in your Price and Equipment folder, as are all options and standard equipment. Be sure to have this folder with you always. Remember . . . the Commodore Six and Commodore Eight are identical with the exception of the engines. This is also true of the Super



Series 6 and 8.

MANY OPTIONS AVAILABLE

In addition to standard features on these SUPER SERIES models, there are a number of special features, called OPTIONS, which may be built in at the factory.

By offering the purchaser the privilege of having any Options he wants installed on his car as it is made, the customer can literally buy a CUSTOM MADE CAR.

This privilege gives the Hudson selling man a GREAT SELLING ADVANTAGE.

You'll find full details listed in your Price, Equipment and Option Folder.

OPTIONS are features that are NOT standard, and which are installed at the factory. (When not installed at the factory, non-standard features are called "accessories.")

If the buyer of a Super model wants one or more of the features of the Commodore series, he may have his choice of many options added, such as:

- Commodore steering wheel
- Foam rubber seat cushions
- Electric clock
- Wheel trim rings
- and many others.

There are a number of Options that are not standard on *either* the Commodore or Super . . . but may be had on either. These add to the driving enjoyment, convenience, or safety of the car . . . and give the owner greater satisfaction. Modern day driving calls for many of these ... so sell as many options as you can at every opportunity. They are all listed in your Price, Equipment and Option folder.

HUDSON APPROVED ACCESSORIES

A way to *INCREASE YOUR COMMISSIONS* and at the same time *INCREASE YOUR OWNER'S ENJOYMENT OF HIS CAR*, is to *SELL CAR ACCESSORIES* which many owners will be glad to have . . . and will purchase when they are well described.

However, don't sell these just as accessories . . . sell the added *enjoyment* from their use. Sell the *RESULTS* . . . not the item. Your dealer will furnish you with a list of those available.

With your wide range of both Commodore and Super models
a wide range of OPTIONS, many factory installed—
a great list of ACCESSORIES to add to the convenience
and comfort of the owner
a broad range of colors
YOUR SELLING FIELD IS ENORMOUS

SIZE DOESN'T INSURE VALUE

Once in a while you may find a prospect who has the idea that some competitive manufacturer can turn out better quality because he is bigger. He thinks that because the XYZ Company is "bigger" that he gets more value in an XYZ product. This is not necessarily true.

This type of prospect may overlook the fact that chain stores, which are larger than independents, often carry lower grades of merchandise. That the firms doing the largest volume very often cater first to *price*, second to *quality*.

Stop and think of the highest quality shops in your neighborhood. They are not the largest. Dime stores sell more jewelry than your finest jeweler. A chain clothing store sells more suits than your finest tailor. *Size* doesn't determine *quality*—it often points to price. Hudson isn't the largest firm in the industry, but Hudson builds one of the *finest cars* in the industry.

You can prove this.

With your Salesman's Manual, and the information gained at the Hudson Sales Clinic No. 1 you can prove that

"HUDSON IS A QUALITY CAR IN EVERY RESPECT"

There is no finer quality built into any car and *any* prospect who listens to a complete quality story will be a better prospect, and any OWNER who hears it will be a better owner. So learn to tell a complete story of Hudson's fine quality construction by the use of your Salesman's Manual.

Never let reference to competition upset you. Keep your poise. Don't mention competitors or competitive comparisons unless your prospect invites it. And when he does, be diplomatic. One way to handle reference to competitive claims, which has been successfully used by many salesmen, is to smile and offer sympathy by saying: "Yes, the ---- IS a nice car. It has many nice features, but isn't it *too bad* that with all their nice features they didn't provide the safety and protection of Hudson's Triple Safe Brakes, or the lowness of Hud-

son's Monobilt body-and-frame with its exclusive Step-down design," or wide seats, or some other quality only Hudson offers. When you're *invited* to make a detailed competitive comparison, don't pull your punches. Fight competitive claims, not by knocking them, but by forcefully pointing out your own advantages. Remember that a good selling job on your part will invariably get the deal for you. Hudson Sales Facts booklets will help you nail down your competitive story—learn to use them effectively.

Another Franklin motto fits right into this discussion of diplomacy in selling:

"DON'T BE TOO POSITIVE; SUGGEST, RATHER THAN ASSERT"

When you're too positive in your selling, prospects may think you are "cocky" or over-confident. Deal in **FACTS**—prove every claim by using pictures, owner statements, or your selling equipment, but don't be over-*assertive*. Let your prospect feel that *he* discovered your advantages. It's often good selling practice to *understate* your advantages by helping the prospect decide what he wants. It's also wise to let him think that he has **BOUGHT**. People prefer to think *they* made the decision to buy. Never challenge a buyer's opinion. You can't sell a man by making him mad.



And once again, always be **READY** to

TELL THE COMPLETE STORY

As we've said before, telling the complete story shuts out competition. It anticipates what the buyer has on his mind. It makes your sale easier.

Now, this *doesn't* mean that if your prospect is already *sold* and is *ready to buy*, that you should continue talking. Whenever you see a chance to get the order, **STOP RIGHT THEN AND GET THE SIGNATURE**. But, if your prospect hesitates, seems undecided and wavers—keep right on selling.

Cover particularly those exclusive Hudson features which competition does not have.

Tell him about the NEW things you have to offer. Be sure he understands why your car is better. He may know you have a lot of different things to offer, but does he know why they represent things *he* should have? Does he realize what they mean in greater value? Can he picture himself getting greater driving enjoyment by having them? How will they contribute to the pride and satisfaction of owning a Hudson? Apply the principle of selling RESULTS—what these things *mean to the owner—what* the car DOES—the enjoyment, satisfaction, pride that ownership of the car, and these things, will bring to the buyer.

For instance—don't merely sell "safety." Point out what it specifically means to his family—himself—how it may save their lives, keep them out of hospitals.

SECRET QUALITIES DON'T SELL CARS

You may have the finest car in the world to sell, but if you don't drag its qualities, features and advantages out in the open where your prospect can find out about them, and learn to appreciate what they mean to HIM, then these selling advantages won't do you any good. You don't sell by merely knowing things. You sell by telling prospects what you know. You've got to make your prospects appreciate the values of your car as you see them. If you'll tell a complete story of your car, and tell it in a pleasing, persuasive manner, there should never be but one *important* reason why you can't get the order, and that is that the prospect can't afford to buy. Of course you'll find some persons who are so prejudiced that they won't buy, and you'll find other personal reasons. But, feature for feature, quality for quality, you have more to offer in the New Hudson than any competitive car salesman can begin to offer. Don't keep these advantages a secret. Tell your prospect about them. If your buyer never finds out about them you've failed to do a good selling job.

"YOUR STORY IS ALWAYS NEW TO YOUR PROSPECT"

Never forget this . . . and don't take any chances on overlooking facts that may be *just* the advantages that will sell your car.

"SALES AMMUNITION"

A good salesman equips himself with all the selling ammunition he can get his hands on. In addition to the selling helps previously mentioned, also available to you are Sales Facts, the Hudson News, Catalogs, the "Step-down" folder, extensive National Advertising proofs as illustrated here and many current helps. These will supply you with a wealth of good selling ideas. Get them—study them—use them—to help you sell.



Large full color National Ads appear regularly in such national publications as the Saturday Evening Post, Colliers, Time, Esquire, New Yorker and others, as well as in Farm magazines, Newspapers and Trade papers. In addition there are Radio announcements and Billboard displays. You—a Hudson salesman—have tremendous advertising support.

Advertising doesn't *sell* cars. But it does inform and pre-sell prospects, get them interested, and bring them into the Salesroom—where you can talk to them, but they must be *SOLD* after they come in. They are potential prospects because they're either curious or interested. This is where your selling work starts. Most of them CAN be developed into good prospects, IF you show enough interest to present a good story.

Don't overlook the potentialities of salesroom visitors. Don't take it for granted that they come in to *buy*. True, they came in to LOOK, but whether they buy or not largely depends upon the attention you give them after they look.

When you study Hudson's National Ads, notice how much is said in a few strong selling words. Learn to use powerful words when selling.

ONE OF THE MOST POWERFUL SELLING WORDS IS "YOU"

... because just as YOU are more interested in what happens to YOU

than anyone else in the world, so is your prospect interested most in HIS AFFAIRS. Use "YOU" often and less "I."

ANOTHER POWERFUL SELLING WORD IS "NEW"

Just as you are interested in things that are NEW, places that are NEW, ideas that are NEW, so is your prospect. So, when you want to get a person's attention, suggest that you have something NEW to show him or tell him about. When interest lags, start talking about other NEW features.

Use those two words "YOU" and "NEW" repeatedly in your selling work.

A GOOD OWNER IS A SATISFIED OWNER

Every salesman owes it to himself to see that every one of his owners gets satisfactory service and that he is pleased with his car. This often starts by being sure each new owner has a full appreciation of the advantages of his New Hudson. This calls for a thorough explanation and demonstration, not only at the time of selling but again upon the delivery of the car. The time to re-sell the appreciation of the new car is at the time it is delivered.

So, make sure to follow this procedure with every sale:

1. Make personal delivery.
2. Make the buyer realize what he has. Show what each item does, and how. Re-sell the car.
3. Review the "Owner Book," explain it.
4. Explain the "Owner's Service Policy"—the warranty and free inspection.
5. Tell him you will call often and check on his satisfaction.

Keep your owners satisfied—for they are one of your greatest selling assets—they can make far more money for you than you can make alone.

You, selling alone, are just ONE salesman, but when you get, for example, 25 owners helping you, you are 1 PLUS 25 or the equivalent of 26 salesmen. Keep your owners helping you sell their friends. You need a constant supply of live prospects to sell a volume of cars.

Now, suppose you were going to make a telephone approach to some utter strangers—what would be a good approach? Remember those words YOU and NEW? They're strong interest-getting words. Here is a suggested way in which these words may be used in a telephone approach.

USE "YOU" AND "NEW"

You probably won't use these exact words, nor would we want you to, but it is important that you grasp the IDEA back of the approach.

... "Mr. -----, my name is Tom Jones of the Hometown Motor Co. I felt sure *you* would be interested in some unusual *new* features and a very low price we are offering on the *new* Hudson. If *you* are still driving *your* 1947 Pontiac, we are in a position to make *you* an excellent allowance for *your* car on *a new* Hudson, etc."

You will word your approach to suit your own personality, but imagine how YOU would react to a telephone approach by a stranger and word your approach accordingly.
Now, WHOM will you sell, and

"WHERE CAN YOU FIND THE BEST PROSPECTS?"



YOU'LL FIND THEM AMONG:

City, County and/or State Officials
Manufacturing, Wholesaling and Retail-
ing Executives in your community
Shop Owners, Merchants, Business Men
Civic Leaders — people prominent in neighborhood activities
Professional people — Dentists, Doctors, Lawyers, Teachers
Socially active people

club officials, members of associations, groups, etc.

Owners of the better grade, later model competitive cars.

In short, those people whose incomes group them as people who should be able to buy a Hudson.

Make a list of possible buyers, send them post card mailings, and systematically select ten or fifteen to 'phone or call on every day, inviting them to ride in the New Hudson. In your job of developing NAMES into PROSPECTS, you'll find that you must continually work ahead in order to build up a bank of prospects. Remember that in order to sell cars, you must have someone to *sell them* to—people who can afford to buy them. And you must constantly follow-up every person who shows buying interest.

Now . . . let's SUMMARIZE some of our major selling features as they are grouped in your Selling Manual. Suppose your prospect was mainly interested in SAFETY FEATURES. Hudson, long recognized as America's SAFEST car, has been made even safer! What a story you can tell about SAFETY!

SELL THESE MAJOR SAFETY ADVANTAGES

1. Strength of Monobilt body-and-frame: Welded
all-steel construction
Surrounding steel box girders
Lowest center of gravity
Low weight distribution
Roadability and easy handling Re-
duced window reflections
2. Hudson's Triple Safe Brakes
2. Reserve engine power
3. Safety locking hood
4. Interior door locks
5. Front seat driver roominess
6. Teleflash signals
7. Foot controlled headlight dimmer
8. Headlight beam indicator
2. Weather Master Conditioned-air—Heating—Ventilating Sys-
tem. Fresh air circulation prevents drowsiness, fogging of
windows, etc.
2. Heavy bumpers

together with many others of real importance.

Or, suppose your prospect is a woman mainly interested in CONVENIENCE? What would you talk about?

You would

SELL THESE MAJOR CONVENIENCE FEATURES:

Easy entrance	Illuminated key-way
Roominess	Courtesy door lights
Exceptional visibility	(some models)
Adjustable driver's seat	Non-rotating door handles
Large steering wheel	Inability to lock one's self out
Locks on both front doors	Heavy hand holds
Recessed door panels	(some models)
Headlight beam indicator	Large package compartments
Foot controlled dimmer	(two on Commodore)
Weather Control (extra cost)	Wide rear center arm rest
Sun visors	(some models)
Easy-to-read airplane-type dials	Drive Master (extra cost)
Short turning radius	Interior lights

and many others of real importance.

Or suppose you want to tell a complete story of Hudson's outstanding PERFORMANCE FEATURES. You would . . .

SELL THESE MAJOR PERFORMANCE ADVANTAGES

The flexible, eager, reserve power of Hudson's high-compression engines	Direct-acting shock absorbers
Hard chrome-alloy motor blocks	Center point steering
Dual carburation	Front and rear stabilizers
Steel flywheel	Front coil springs with long leaf splayed rear springs
Statically and dynamically balanced crankshafts	Sound-proofing under coating
Balanced engine	Thermostatic control of water temperature
Fluid cushioned clutch	Quiet, ball-bearing fan
High power-to-weight ratio	Silver plated electrical connections
Aluminum cylinder head (extra cost)	Overdrive (extra cost)
Drive Master (extra cost)	Hudson's AAA performance records

And many others of real importance.

Your Salesman's Manual lists them all.

PROVE EVERY CLAIM

One of the prime rules of selling is that you must always prove every claim you make. You have three ways of doing this:

1. From your Salesman's Manual
2. By the car itself
3. Testimonials of owners.

THE DEMONSTRATION IS ONE OF THE MOST IMPORTANT PARTS OF THE SALE

You may show a salesroom car and point out the features that can be seen, but the only way to prove the riding and driving qualities of the car is through a ROAD DEMONSTRATION. So, get your prospect into a demonstrator as fast as you can.

ALWAYS MAKE YOUR DEMONSTRATION PROVE: EVERY CLAIM YOU HAVE MADE. IT IS YOUR MOST CONVINCING ARGUMENT FOR BUYING.

A demonstration isn't a pleasure trip—it's a proving process.

Decide on a good demonstrating route—one that provides traffic, hills, rough roads, and a straightaway, so you can bring out all the performance qualities of your car. See that your demonstrator is always spotless and in top performing condition, AND ALWAYS END YOUR DEMONSTRATION at the Salesroom, where you can take the prospect to the "Boss" and proceed to close the deal. Your prospect's interest should be at its peak at the conclusion of your demonstration and that's the time TO GET THE ORDER. Always end your demonstration at the Salesroom, whenever you can, where you can get closing help if needed. At the Hudson Sales Clinic No. 1, you must have been impressed with the moral told by the movie, "By Jupiter," which showed, emphatically, How to Get People To Do Things For You. Ben Franklin admitted . . . that courteous and friendly consideration of people . . . was one of the most important things he had to learn. He won arguments and lost friends . . . just as a salesman can win the argument . . . and lose the sale.

COURTESY IS CONTAGIOUS!

And not only courtesy, but friendliness. Friends pay off. You can never have too many. When people like you, they HELP you. When you have friends giving you the names of prospects ... your job becomes easier ... more profitable.

During the war years ... the practice of showing courtesy and consideration was woefully overlooked. There's still a great lack of friendly selling, and *WHAT AN OPPORTUNITY THIS GIVES US! !* By using EVERY consideration and being warm and cordial, we Hudson selling men can become known as the *MOST COURTEOUS SELLING GROUP IN THE INDUSTRY*—"by Jupiter."

If we are to build the reputation of being the finest, most considerate and fairest . . . as well as the most competent organization to deal with in the automobile business—and this *should* be our goal—then each of us carries an individual responsibility ... to live up to the price of this reputation.

HOWEVER . . . while we want to show the *buying public* every consideration, we must NEVER FORGET that we are in one of the most highly competitive industries. We cannot expect competitors to show any consideration for us . . . and we should show them no quarter.

So . . . while showing friendly consideration to buyers, we *must*, at the same time ... keep our competitors constantly on the defensive . . . we must keep them *continually* aware of their shortcomings and weaknesses. We should *KEEP THEM GROGGY* with our hard hitting tactics ... by selling the things *COMPETITION DOES NOT HAVE*.

We can do this by selling Hudson's QUALITY . . . by keeping our competitors constantly aware of the fact that *HERE IS AN OUTSTANDING CAR!* And, not merely selling a *car* ... but *SELLING RESULTS* ... what the New Hudson *DOES* . . . *plus* the enjoyment, safety, relaxation, satisfaction ... and *PRIDE* of ownership of a New Hudson.

We can keep competition on the defensive by selling the *RESULTS* of owning "THE CAR WITH THE STEP DOWN DESIGN" not *because you* step down into it, but because it gives the owner so many desirable features not obtainable in any other car.

By now, all the "new" cars have been introduced. Your prospects, just as you, have doubtless read many competitive ads regarding them

ads regarding them—their many claims for "more" things—"more" roominess, "more" power, etc. But "more" than WHAT? Just a little "more" than they had in their old models?

Hudson selling men can offer *MOST* in the desirable qualities of a motor car. Not merely a little more, but *The MOST* of those good things that every buyer wants.

**HUDSON OFFERS THE MOST OF ALL THOSE
DESIRABLE QUALITIES THAT BUYERS
HAVE WANTED MOST**

MOST in lowness. MOST in roominess--seat room and head room. MOST in road-clinging qualities. MOST in road-ability. MOST in protection and safety. MOST in easy handling qualities. The list is long. Whatever quality your buyer wants, he finds MOST of it in Hudson.

That, Gentlemen, represents LEADERSHIP.

It puts you, as a Hudson Selling Man, away out in front with a host of desirable qualities to offer that no other car can match.

Put this sort of *fighting spirit* into your selling. There isn't a car in America that offers the buyer as much.

Not just a little more than we used to have ... but THE MOST OF ALL THE GOOD THINGS A BUYER WANTS ... more than you can secure in any other car.

Carry this spirit to your prospects ... and you should *never lose a deal*.

Now—there's *one* terrific expense in selling that you can't afford. It is so costly it can be *serious*. You cannot afford to have *owners who are not satisfied* ... a satisfied owner can do *you so much good*, and help you sell *so many additional new cars* . . . you cannot do without him. *HE REPRESENTS STEADY INCOME TO YOU*. So, keep your owners satisfied ... and plugging for you.

NOW . . . let's summarize the fundamentals of successful selling . . .

- USE SOUND SELLING METHODS
- TELL A COMPLETE STORY
- SELL RESULTS—What the car DOES
- ALWAYS SHOW FRIENDLY CONSIDERATION
- KEEP YOUR OWNERS AND FRIENDS SELLING FOR YOU
- BE TOUGH COMPETITIVELY
- KEEP A BANK OF LIVE PROSPECTS AHEAD

Do these *seven basic things* ... and if you have the normal selling qualifications . . . you cannot help being successful selling Hudsons.

In the New Hudson, you have an outstandingly fine car, you have ample selling equipment available, and you have exceptional advertising support creating tremendous national interest. Hudson has public acceptance to a marked degree, and this is constantly increasing. Hudson will continue to give you every selling help and support. However, you have a *personal* responsibility.

You must do the things necessary to create interest in Hudson in *your* community. To many people in your neighborhood *you ARE Hudson*.

If you will be the kind of salesman people LIKE to Buy from—the kind of salesman OWNERS SEND THEIR FRIENDS TO—the kind of man who KNOWS HIS PRODUCT so well, and can tell about it so persuasively, that he exudes confidence—the kind of man who sees that his owners are kept satisfied, and who constantly builds new friends . . . then—you'll find your selling strength constantly increasing, your earnings will mount and life will hold more and more for you.

Hudson and your dealer can offer you opportunity and support, but how successful you will be, and how far you go in this business depends upon yourself—for everyman's success waits upon himself. Your opportunity is great. We hope you will be outstandingly successful.



Hudson Motor Car Co., Detroit, 4-49-10M

