

NEW THINGS FOR 1952

NEW HUDSON-AIRE STYLING: This is a combination of many new decorative and utility features—which impart a 'Hardtop' appearance to all closed models. In the past, buyers have been asked to pay premium prices for Hardtop styling... now they can obtain this effect on *standard* Hudson closed car models.

LENGTHENED REAR QUARTER WINDOW:

The rear quarter window on closed models has been lengthened 5 inches. It literally 'flows' into the back window, and creates a longer, sleeker look.

LARGER BACK WINDOW: Back closed car windows have been greatly enlarged and now extend to the body belt line, increasing visibility and augmenting Hudson's impressive lowness.

NEW DECORATIVE TREATMENT around and between the rear quarter windows and back window add to the 'Hardtop' look, and give a modern, trim, tailored appearance. New decorations around the windshield and windows add to beauty.

LOWERED REAR BUMPER ASSEMBLY — lowered 1½ inches. This adds to the lowered effect of the rear end.

LOWERED HOOD ORNAMENT AND GRILLE EMBLEM in front of the car also contributes to the new Hudson-Aire styling and creates a feeling of greater car length and lowness.

EXTENDED ROCKER PANEL which forms a continuous line with rear fender also adds to the flowing lines of the new styling.

SUGGESTED TOPICS FOR MORNING MEETINGS

EVERY DAY

NOW'S THE TIME TO LINE UP SALESROOM VISITORS TO SEE YOUR NEW MODELS. MAKE EVERY INVITATION SEEM PERSONAL — AND TREAT EVERY VISIT AS A SPECIAL INDIVIDUAL 'PRE-SHOWING'.

KEEP A CLOSE RECORD OF EVERY VISITOR, AS WELL AS EVERYONE CONTACTED WHO SHOWS ANY BUYING INTEREST. BE SURE THEY ARE FOLLOWED UP LATER. ORGANIZE YOUR DEMONSTRATORS SO THAT YOU CAN GIVE DEMONSTRATIONS TO EVERY PROSPECT AT THE TIME. DON'T PUT THIS OFF.

ORGANIZE YOUR ENTIRE OPERATION SO AS TO TAKE FULL ADVANTAGE OF THE ANNOUNCEMENT PERIOD. HOLD A MEETING EVERY MORNING AS OUTLINED BELOW.

MON. HOLD A MEETING AND REVIEW the "New Things for 1952" as outlined in this issue of SMS. Give every man a copy, and have him study it.

TUES. HOLD ANOTHER MEETING on the "New Things for 1952", and go over them in *detail*—coaching each man to do a good job of presenting them.

WED. TAKE EACH MAN OVER TO A NEW CAR and ask him to give you a sales talk on the new things—making a complete presentation.

THURS. TAKE A NEW CATALOG and go through it with your salesmen—reviewing the 'old' as well as the 'new' features that only Hudson offers.

FRI. HOLD AN OLD FASHIONED 'QUIZ SESSION' reviewing the complete new car presentation, insuring each man's ability to do full credit to the new line.

SAT. LINE UP LIVE PROSPECTS for demonstrations and closing.

WIDE RUB RAIL at top of body crease line improves the streamlining of the side view . . . dresses up the car.

LICENSE PLATE LIGHT illuminates plate from above giving clearer view and simplifying identification in event of loss.

SPARE TIRE AND WHEEL MOUNTED VERTICALLY IN TRUNK increases usable space and provides all the luggage space normally ever needed. Trunk compartment both dust and moisture proofed.

MOST THOROUGH INSULATION AND SOUND DEADENING OF ANY CAR. New heavier insulation added under front and rear floor mats, under cowl, behind fire wall, under hood and at other strategic points.

IGNITION KEY STARTING. Starter button has been eliminated. Engine is now started by turning key to right. When key is turned to left, Weather Control and Radio may be operated when ignition is off.

HYDRA-MATIC DRIVE available on all models.

SOLEX GLARE-REDUCING GLASS NOW AVAILABLE. This is an option, and serves to reduce glare, relieve eye strain, minimize summer heat, save fabrics from "bleaching out" and provide less fatiguing and more pleasant summer driving. By eliminating glare of approaching car lights at night it is also an important safety factor.

NEW INTERIOR TRIM. New fabrics—new matching trim—new colors—new treatment of recessed door panels—new instrument panel shades. *Many style innovations.*

NEW LOCATION OF INSTRUMENTS—Windshield Wiper and Light Controls re-located for greater accessibility and convenience.

BRAND NEW SPECTACULAR WASP—running mate of the Fabulous Hornet. A finely appointed new series . . . with flashing performance . . . lower in cost . . . but embodying the spectacular get-away and road clinging qualities

of the Hornet with a little less ornamentation in trim and appointments. It is within the buying reach of thousands of owners of cars in the Dodge, Pontiac, Studebaker, etc., class . . . who would prefer better performance, more comfort and roominess, greater safety and longer life qualities that only a Hudson can offer.

AND WE STILL HAVE THESE:

AMERICA'S LOWEST CENTER OF GRAVITY—insures the safest ride, greater security on curves, on rough roads and at high speeds.

MONOBILT BODY-AND-FRAME: America's strongest, most rugged, and safest body-and-frame construction. Rigid, twist and rattle-proof, it will outlast and prove safer than any other body made.

SAFETY AND PROTECTION—Hudson's lowest center of gravity is safer and permits better weight distribution. Passengers are surrounded with protecting box-type steel girders—a protection no other car can offer. In addition, Hudson is the only car with reserve mechanical brakes, which operate automatically should hydraulics fail.

ROOMINESS AND COMFORT—More seating room, leg room, elbow and shoulder room and head room. Room to stretch out and relax. A finer, more comfortable ride because passengers sit down within the frame, between the wheels, where the riding is more pleasing and road shocks are minimized.

DURABILITY—Hudson's triumphs in 13 stock car races in the 1951 season is ample proof of Hudson's superior performance and durability.

These are MAJOR advantages . . . we still have dozens of minor exclusive features such as Recessed Door Panels, Radio Speaker in out-of-the-way location, Automatic Teleflash Signals, Wider Front Wheel Tread, and so forth.

Sell the OLD with the NEW . . . and what a story you can tell!

BET YOU A HUNDRED MILLION TRILLION

You've probably been often amused at the way youngsters make wild claims, such as "I betcha a million dollars my dad is stronger than yours."

To which the other youngster would probably reply, "Aw, I betcha a hundred million trillion my dad is stronger than an elephant."

Just claims.

They don't mean a thing.

Anyone can make claims. Most salesmen make claims. Often when we get into a competitive deal it seems a matter of which salesman can make the greater claims.

We often wonder what the prospect thinks of it all.

You never read a testimonial reading, "I saw a bottle of your medicine and right away I felt better". They always read, "I was feeling run down and listless until I TRIED your medicine".

Claims don't cure people—it's TRYING the medicine.

During this Announcement Period, let's keep this in mind.

Let's deal in more FACTS and fewer claims.

Get the prospect back of the wheel and you deal in facts.

And when you deal in undeniable facts, and prove your superior qualities, you sell. And that's what we bring people into our salesrooms for.

TO SELL THEM.

SUGGESTED TOPICS FOR MORNING MEETINGS

EVERY DAY REMIND YOUR SALESMEN THAT EVERYONE WHO COMES INTO YOUR SALESROOM IS A POTENTIAL BUYER, AND SHOULD BE SO TREATED. TELL A GOOD STORY, MAKE IT COMPLETE, FIND OUT WHAT THE VISITOR HAS BEEN DRIVING, WHAT HE LIKES AND DOESN'T LIKE ABOUT A CAR, WHAT HE'S INTERESTED IN, ABOUT WHAT PRICE RANGE HE CAN AFFORD, AND GET HIS NAME AND ADDRESS. AND SEE THAT EVERY VISITOR, WHEN POSSIBLE, RIDES IN AND DRIVES A HUDSON.

MON. REVIEW THE SELLING FEATURES OF THE WASP as outlined in this issue of SMS, adding to the brief advantages given here those of a local nature you and your salesmen can supply. Get your Owner List up to date so you can tell prospects which Hudson owners live near them whom they may phone for recommendations.

TUES. CHECK AGAIN TO BE SURE EACH MAN IS ORGANIZED. Does he know the NEW things the 1952 cars present? Has he his selling equipment well organized? Is each demonstrator in top condition and handy? Does each man realize the importance of getting people to drive?

WED. HOW ABOUT THOSE BIRD DOGS? Have they been told the story of the new cars? Arrange to have each one of them drive the Wasp as soon as time permits. Get them excited . . . plugging for you.

THURS. BETTER DOUBLE UP THOSE POST CARD MAILINGS and follow-up phone solicitations. Now's the time to arouse the curiosity and interest of owners of other makes.

FRI. IS EACH SALESMAN PILING UP A HEALTHY PROSPECT LIST? Better be sure. No time like Announcement Time to line up future buyers. No time like Announcement Time to secure orders. The time to clamp down for the order is when the prospect's interest is *high*.

SAT. MAKE THIS A SOLID SELLING DAY. Now that the holidays are over, most people will have plenty of time to ride and drive and talk about a new car. Winter puts quite a burden on a car—a new car has many advantages.

THE SPECTACULAR WASP

THE WASP IS OFFERED AS A WORTHY RUNNING MATE OF THE FABULOUS HORNET.

We know of no car that has even approached the immediate public acceptance accorded the Hornet. It has established itself as truly a car with "Performance Unlimited", in the hands of owners, as well as in the eyes of technical experts on the race tracks of the country.

The Wasp is well-named as a running mate of the Hornet. It is truly a spectacular performer. Nothing like it will be offered in 1952. It gives Hudson men a vast selling advantage.

A powerful, high compression H-127 engine in a 119 inch wheelbase car of the Step Down design makes a combination that will lift many owners of cars in the Pontiac, Dodge De Soto, Studebaker and Nash class to new heights of motoring enjoyment. It will be as sensational in its field as the Hornet is in the higher priced field.

However, *claims* alone won't sell this great car. It must be demonstrated. Prospects must take over the wheel and find out for themselves what a tremendous performer it is. This is not a car to be sold from the salesroom. It must be sold from the highways and traffic lanes. It must be **DRIVEN** to be appreciated.

It offers:

BEAUTY that will stay new. Modern lines made possible by a lower, better proportioned, more streamlined design. The "Hard Top" appearance in a standard closed model.

ROOMINESS no other make can offer.

QUIETNESS because of less wind noise, a rattle-free, more rigid body, smoother engine, more complete insulation.

EASE OF HANDLING—Center Point Steering, Low Center of Gravity, Reserve Power.

COMFORT AND CONVENIENCE to a greater degree, as passengers sit cradled down within the frame, ahead of the rear wheels, on wide seats, and with ample headroom. The common

"annoying features" of other cars have been removed; such as wheel housings that stick in passengers' ribs—door and window controls that catch in sleeves and clothing—radio speaker that blasts in the driver's ears—oil and pressure gauges that must be carefully watched—locking one's self out of the car.

PROTECTION AND SAFETY unmatched in other cars. Low center of gravity affords more driving security on curves, rough roads and at high speeds. Reserve mechanical brakes in event of hydraulic failure. Steel girders on all four sides of passengers. The strongest body made. Reserve power when needed.

DURABILITY in super-hard chrome-alloy motor blocks—more fine metals—rigid, twist-proof, all-welded body-and-frame.

Dura-fab long-wearing trim—engines balanced in motion—to mention a few. Durable construction and dependable performance proved conclusively on America's race tracks where Hudson won 13 stock car events in 1951.

PERFORMANCE unequalled in cars of its class. But, performance that must be *experienced* to be realized.

These are facts—not wild claims.

Many people buy cars from habit. These are the owners we must get to try out the Wasp. There may be a better store near you where the merchandise is fresher, more up-to-date, more satisfying, and at better values. But if you never go into that store, you'll never know what you're missing.

So, let's get people into the Wasp and have them drive long enough to appreciate what a **SPECTACULAR WASP** it is.

We bring visitors to your salesroom not only to see them, but to buy them.

Betcha a hundred million trillion you can sell more of them if you'll get them to drive the new Wasp.

It's **SPECTACULAR**.

THAT'S SELLING!

We overheard a conversation recently that impresses us as containing some very sound reasoning applying to our own business of selling. We believe you might be interested in it.

It happened in the lobby of a high grade resort hotel. Evidently the two men were vacationers, and it was a question of whether they should pay the prices asked by this finer hotel or find a cheaper place.

"Well, Jim, we're on a vacation. We've saved up for a year to have a good time. When it comes to enjoyment, it's hard to put a price on what it's worth. While the prices here *are* much higher, I think we'd get our money's worth, because we'd get so much *more* enjoyment. In the first place, this hotel is built on waterfront property that costs twice as much as the land the other hotel is built on. This hotel is modern, fireproof, and beautifully landscaped. It cost twice as much to build. Look at this spacious lounge, roomy lobby, wide verandas and corridors. It costs money to build and provide extra floor space and we have the privilege of enjoying all this delightful roominess. Look at the luxurious appointments, handsome rugs, rich draperies, beautiful decorations and magnificent landscaping. These are all here for our benefit and represent the extra value you get in a place of this kind. We'd have more people to attend to our wants and make our stay pleasant, better facilities of all kinds. Naturally, we expect to pay for it.

"So, while we'd have to *pay* more, think of how much more *value* we'd get."

SUGGESTED TOPICS FOR MORNING MEETINGS

EVERY DAY INSIST UPON SALESROOM VISITORS DRIVING A DEMONSTRATOR. ADOPT THE SLOGAN "IF THEY TRY A HUDSON, THEY'LL BUY A HUDSON."

REMEMBER — THIS IS ORDER TAKING TIME.

MON. CHECK DEMONSTRATORS. Keep one available at the salesroom at all times. Get as many people as you can to drive the car. Make every visitor a "try-er". Nothing sells like having the prospect himself drive. "If they'll TRY it, they'll BUY it."

This is order taking time.

TUES. ARE YOUR MEN GETTING THE NAMES AND ADDRESSES of everyone who shows any interest in a new or used car? Now's the time to pile up a prospect list. Check the progress of each man — show them how to obtain names.

This is order taking time.

WED. CASH IN ON THE INTEREST IN NEW CARS. Have each man double his telephone contacts, inviting people in to see your new line.

This is order taking time.

THURS. HERE'S A PLAN THAT PAYS OFF FOR MANY SALESMEN. Park a new car, properly identified, in front of places where many people come out of an office, mill, plant or factory. Invite investigation and offer rides. Lunch time is an ideal time for this activity.

This is order taking time.

FRI. GOOD TIME TO CHECK UP YOUR BIRD DOGS — have they seen the new cars — had a ride in the Wasp? Good idea to keep their interest up to "boiling point".

This is order taking time.

SAT. THIS IS THE DAY TO LINE UP "TRY-ERS" — people who will drive a demonstrator. Get your "hot" prospects in and try to get their signatures on the dotted line for new cars.

This is order taking time.

"Think you're right, Tom. I believe this place is worth the extra amount it costs. I never stopped to think about the extra *value* — and the additional pleasure and satisfaction we'd get . . . I was just thinking about the cost. Let's register and enjoy ourselves."

THIS WAS ALSO SELLING

The same principle was demonstrated a little later by a neighbor of ours who went down to buy a Television set for his aged parents this past Christmas. He intended to buy them a reasonably priced set, with a medium sized screen, but a real salesman got hold of him and showed him a new 24-inch-screen set. He demonstrated what fine pictures he'd get and literally dazzled our neighbor with the size and clarity of the images on this large screen, and the additional pleasure this new set would afford. THEN he suggested, "Why not buy the new set for yourself and give the old folks your *present* set?" His present set had a larger screen than he had intended to buy for the old folks, and the suggestion appealed to him. So he bought the 24-inch-screen paying around \$650. for it, at least twice what he had intended to pay.

We were over to see his new large screen the other evening and know what he said? "Well, this is more than I meant to pay, but look at the *value* I got. A finer, clearer image, more detail, and the finest in television entertainment. I think I made a fine investment because I got so much more enjoyment."

The cost was forgotten when the additional satisfaction was remembered. If either of the above instances had been considered strictly in the light of dollars-of-cost, neither sale would have been made. But, considered in terms of additional benefits and extra value, they were both bargains.

THERE'S NO SUCH THING

A noted economist once said that there's no such thing as a high price. Prices are a matter of how much a thing may be worth to the buyer. One man will pay \$50,000. for a painting that another would consider high at \$15.00. A pair of shoes that cost \$24.00 would seem extravagant to one man, while to another they would seem reasonable. The difference is in the value to the individual AS HE INTERPRETS IT.

THIS APPLIES TO CARS

This is true with cars. Just because a buyer has been driving a lower-priced car is no reason why

he wouldn't rather have a better car. It's no assurance that he wouldn't be willing to pay more for a better car if he realized how much more enjoyment, safety and general satisfaction he would get.

For example, think how much more value a WASP offers than one of the lower-priced cars. More power, smoother engine, more room and comfort, lower center of gravity, longer-lasting more rugged body, reserve mechanical brakes, greater riding security . . . many, many advantages that mean more enjoyment and more satisfaction. Freedom from constant minor, annoying repairs . . . long life, durability, freedom from body squeaks and rattles . . . ease of handling, eager response when more power is needed, road clinging on curves and on rough roads . . . the reasons are many. These all mean more security, more protection, more comfort, more durability, more pride of ownership, more enjoyment.

If the buyer thinks merely in terms of additional dollars of cost, he will hesitate to get away from the class of car he has been driving.

But get him to drive a WASP and let him see for himself the vast difference, and then point out the many extra value features Hudson gives him, and he is apt to overlook the small difference in original cost.

WHAT YOU GET IS WHAT COUNTS

Good salesmen don't sell price—they sell WHAT YOU GET FOR WHAT YOU PAY. They make you want the *benefits*—they point out the greater value you get — and make you want the additional satisfaction the better car provides. They sell what the car *does for you*—not how cheaply you can get it.

Hudson enjoys the second highest rate of Owner Loyalty of any car in America (according to a recent nation-wide survey made by a neutral source).

Many of these owners drove other makes until they tried a Hudson and found how much better it was. Once you get an owner to enjoy a Hudson he seldom reverts to a lower-priced car.

Get 'em to TRY a Hudson and they're apt to BUY a Hudson.

But don't sell *price*—sell WHAT THEY GET — the additional enjoyment and satisfaction a Hudson gives the owner.

That's selling.

GETTING THE SIGNATURE ON THE DOTTED LINE

The celestial angels doubtless have some inspiring carols, but to a salesman the sweetest music his ears can hear are the words "Your allowance seems very fair. I'll take the maroon Hornet with Hydra-Matic, Radio and Weather Control." Nature provides some gorgeous, awe-inspiring scenes, but nothing is as thrilling to a salesman as to see the prospect reach into his inner coat pocket and pull out his check book while asking, "To whom do I make this check payable?"

A newspaper man who spent considerable time asking people why they liked to buy from certain salesmen found the commonest answer to be: "Because he always gives me just what I want."

A salesman who had an enviable selling record gave as the major reason for his success: "I always try to help people decide what they want. I do this by easy, gradual stages, getting them to admit one at a time that they like my many advantages."

Trying to find out why a certain group of new salesmen failed to get the order a certain Eastern Sales Manager decided that they tried to get the order signed **BEFORE THEIR PROSPECT WAS SOLD.**

Let's put these three selling principles together:

1. People will buy when they get what they want.
2. It's hard for some people to decide. They need help. The salesman who helps them decide will get their order.
3. People only buy when they are convinced that they *want* what they are offered.

Let's suppose you're the buyer. You have an idea that you might like to have an air-conditioning unit for your bedroom. You go shopping.

SUGGESTED TOPICS FOR MORNING MEETINGS

EVERY DAY

KEEP HAMMERING ON COMPETITIVE OWNERS. BETTER THAN 21% OF THEM SAY THEY'RE NOT GOING TO BE BOUND DOWN BY TRADITION AND BE "HABIT BUYERS" NEXT TIME. THEY'RE GOING TO BUY ANOTHER MAKE — POSSIBLY A HUDSON. IF WE TALK TO THEM AND TELL THEM WHY THEY SHOULD, MANY WILL INVESTIGATE HUDSON'S GREATER BENEFITS AND VALUES.

MON.

CHECK UP YOUR LIST OF COMPETITIVE OWNERS. How up-to-date is it? Better order a fresh list? You can't solicit these competitive owners unless you know who and where they are. As many as a third of certain groups of owners said they were certainly going to change make the next time they bought. Here's opportunity knocking — don't miss it.

TUES.

REVIEW THIS ISSUE OF S.M. and discuss the Closing Procedure. Many men will use many methods, but basically they're the same. Closing intelligently, using a definite procedure, beats the "hit-and-miss" plan some men use. Train your men to get a "lot of little yesses—they add up to the big yes".

WED.

HAVE EACH MAN VISIT A COMPETITIVE SALESROOM and look at the new models, get the details and prices. Then have them each tell you what they found out and discuss their weaknesses and price structures. You'll find that your own prices are highly favorable and that few competitive cars have anything new to offer. You'll all feel better when you return.

THURS.

HOW LONG SINCE YOU'VE FOLLOWED UP YOUR NEW OWNERS? Make a list of all deliveries made in the past 90 days and systematically call on these new owners, offer your help, see that they're happy, and get them to cooperate in helping you sell their friends.

FRI.

SMALL MERCHANTS MAKE AN EXCELLENT PROSPECT LIST. Most of them drive and buy new cars, and have substantial incomes. Assign each man a certain neighborhood to canvass. You're bound to find prospects among this group of businessmen.

SAT.

WHY NOT ARRANGE TO GET LIKELY LOOKING PEOPLE to drive your demonstrators over the week-end? Many will come back and ask, "How'll you trade?"

You find several salesmen who try to sell you their product. One of them keeps reminding you of the low cost of his unit. One talks about the *technical and mechanical* excellence of his.

One shows you several pictures and quotes statistics and makes no real attempt to sell you. He finally says, "Well, when you get ready to buy drop in and let us fix you up."

One of them immediately gets your attention by showing an interest in you. He asks about the size of the room, the insulation, and so forth, and finds out just what you had in mind. He says he thinks he knows just about what you want and describes several units. Then he puts you in his car and drives over to an owner's house and lets you see for yourself how one of his units works. You talk to the owner and ask about cost, service, how they like it, and you find that the owner is highly satisfied.

This salesman gets you to admit that this unit is about what you had in mind—that it's ample for your needs—that the installation is simple—that it will last and give you good usage—that the price is in line—that you can afford to pay for it—that you will enjoy it—that its purchase price will prove a good investment—that by buying it now you'll start getting its benefits right away—that you'll rest better, feel better and find it a good buy. He helped you make up your mind in easy stages and he helped you decide that you wanted it now. So you bought it.

He convinced you:

1. That you were getting what you wanted.
2. He helped you decide to buy.
3. He convinced you that *his unit* was just what you wanted, and that you should have it NOW.

The closing process was simple. "How soon would you like to start enjoying this cooling system?" and "Shall I figure out monthly terms or do you prefer to pay cash?"

Most Master Salesmen will tell you that the closing process starts the minute you start talking to your prospect. When you show an interest in his welfare, ask friendly questions and find out what he has in mind, and express an intention of giving him just what he wants, you get him "coming with you". You lower buying resistance. So it's easy to get him to agree that he likes certain things you show him. When a prospect agrees that he likes

some of the things you show him, he is beginning to get sold. He is beginning to make up his mind that he likes your car. He has started making minor decisions.

One of the nation's top insurance salesmen—a man who sells several million dollars worth of insurance every year—uses this principle. "A lot of little yesses add up to a big yes" as he puts it.

The "little" decisions are made when he says he likes the way a Hudson clings to the road on curves and at high speeds... the quietness and absence of wind noises... the smoothness and the extra power of the engine... the comfortable ride... the protection a Hudson offers... the roominess and comfort of Hudson's wide seats and so forth.

After you've secured a number of minor agreements you'll "throw out a feeler" to find out how well sold your prospect is. You'll probably ask something like this: "You'll want Hydra-Matic Drive on your new car, won't you Mr. Jones?" or "Have you any preference as to color, Mr. Jones?"

When he shows that he's about sold you'll get down to cases, by suggesting "Will you want to pay cash for your new Hudson or shall we work out some satisfactory monthly terms?"

There are many ways of closing—but the principles are all the same. To those we've mentioned, we'd like to add one more: *Close when your prospect's interest is highest.*

This is invariably when he returns from having driven a new Hudson for the first time. A Hudson is so vastly different from any competitive car that the prospect is bound to be excited, thrilled, and in love with Hudson. His interest in buying will probably never be any greater. This is the driving thrill he has always wanted. He'd love to have a Hudson right now.

If you've followed, during your demonstration, the three closing steps mentioned previously, this should be the time to get down to a deal.

The demonstration is the most important part of your selling procedure. *It's the key to the sale.* And right after the demonstration is the time to GET THE SIGNATURE ON THE DOTTED LINE.

Sweeter than "Mighty lak a rose", more encouraging than "Happy days are here again", more inspiring than "Shrimp boats are a-comin'", are the words "I'll take the big car with all the extras."

A BUICK OWNER INVITES A COMPARISON OF VALUES

If a Buick owner, after returning from driving a Hornet, were to say to you: "I'll admit that a Hornet is a remarkably fine performing car, but I've been a Buick owner for a long time, and I've had reasonably good usage. Naturally, I hesitate to change to a car I don't know much about except that it has fine performance. I can buy a Buick, series 50, 4-door Sedan for about the same price that a Hornet would cost me. They have about the same wheelbase — so the cars, I presume, are about the same general size. Can you give me any substantial reasons why I should change to a Hornet?"

What would you say?

Perhaps you can imagine yourself saying something like this:

POWER-FULL REASONS

"Yes, I can. I can give you some very solid reasons why you will have more pleasure and satisfaction driving a Hornet. You mentioned the Hornet's performance — let me tell you why a Hornet gives you such a better ride. In the first place a Hornet gives you 145 horsepower — a series 50 Buick only 124 h.p. unless you have their automatic transmission. A Hornet gives you a compression ratio of 7.2 to 1 while a Buick gives you only 6.9 to 1.

"Now if you buy their Dynaflow transmission at \$192.50 they will step up their ratio to 7.2 to 1 and give you 128 horsepower—but this is necessary to compensate for the power loss you sustain through use of the Dynaflow. Even Buick owners will admit high gas wastage if you accelerate fast with the Dynaflow. Your engine races excessively and you suffer quite a loss of efficiency. To be economical with Dynaflow you must start up slowly, drive at moderate speeds and avoid rapid acceleration. Now compare this with the new, improved Hydra-Matic automatic transmission which Hudson offers as an option. The Hydra-Matic is noted for its instant acceleration, and incorporates an extra high gear which is similar to overdrive.

It enables you to actually save gas—and get much finer performance through the entire driving range.

SUGGESTED TOPICS FOR MORNING MEETINGS

MARCH 3, 1952

EVERY DAY

KEEP YOUR DAILY WORK CHART UP TO DATE. ARE ENOUGH COMPETITIVE OWNERS BEING ASKED TO DRIVE HUDSON? GET 'EM BACK OF THE WHEEL AND THEY'LL WANT TO DEAL.

MON.

SPEND SOME TIME DISCUSSING HOW to handle a Buick Owner as outlined in this issue of SM. Learn to give definite, *specific* reasons why your prospect should switch to Hudson.

TUES.

REVIEW THE LIST OF PEOPLE who visited your salesroom during Announcement. Go back to them, insisting that each one drive your demonstrator.

WED.

WHY NOT GET EVERYBODY to go out and look at the used cars? Spring is already here in the Southern States — it's time to get used cars moving fast.

THURS.

HAVE YOU ORDERED THOSE "How MUCH will you take cards?" Why not try them out? Get owners in and get them to drive your car—they'll "lower their sights" on their appraisal demands after they drive.

FRI.

BIRD DOGS ON THEIR TOES? Service Department being covered?

SAT.

HAS EACH MAN A GOOD PROSPECT lined up to drive his demonstrator during the week-end?

NOISY OVERHEAD VALVES

"Now—still talking about performance—you doubtless know that Buick uses an overhead valve engine. You know that overhead valve engines have always been known as noisy engines—and because they are more complex engines, it's natural that they demand more in adjustments and replacements.

"You've seen for yourself how much more spirited action, eagerness and smoothness the Hornet engine gives you, so I don't have to tell you any more about this. But this didn't 'just happen'. Hudson engines have the hardest chrome-alloy block of any made—they will last longer and require less attention. They permit closer piston fit and retain compression longer. One reason for their exceptional smoothness is that each individual unit is carefully balanced before it is put

into the engine, and then the entire engine is *again* perfectly balanced while in motion. This engine has to be perfect before we put it in the car.

HORNET STICKS TO THE ROAD LIKE GLUE

"Now — there's another BIG reason behind Hudson performance, and that's the low center of gravity. When you drove the Hornet you sat *down within the frame* — between the axles. You sat in a car that was lower — that has the lowest center of gravity of any American car — and that's why it took curves more securely and went over rough spots smoothly and maintained its high speed so effortlessly. As Wilbur Shaw, the famous racing driver, expressed it, 'Hudson sticks to the road like glue'. Here's something else that may NOT seem very important to you perhaps, but the front wheel tread of a Hudson is 3 inches wider than the rear. In a Buick, front tread is 3.1 inches narrower than the rear. This helps Hudson to take turns safely at higher speeds.

POWER STEERING

"In fact, Sir, you must have been impressed with Hudson's ease of steering and handling. This is due to the balanced weight distribution and Center Point Steering. Hudson's steering is operated from the exact center. On other cars, particularly those using an off-center type of steering, it has sometimes been advisable to add power steering. Buick, for example, offers power steering on their higher priced 8 at an extra cost of \$198.90. Due to our superior design you don't need this on a Hudson.

HUDSON'S GREATER ROOMINESS — ROAD CLEARANCE

"A Hornet is nearly 3 inches lower in overall height than a Buick 50. While we lowered our entire car we still provided as much passenger roominess and road clearance. A lower car with trim, streamlined lines means less air resistance, so your fuel is utilized to propel the car instead of pushing a mass of air ahead of you. This also means less wind noise and a quieter ride. It means less side wind deflection. This lower Hudson permits a more trim, sleek modern design.

HOW MUCH IS YOUR FAMILY WORTH?

"One of the outstanding features of this modern design is the Monobilt body-and-frame construction. The body and frame are welded together to form one strong, rugged unit. This eliminates body twist and weave, and minimizes body squeaks and rattles, and gives you the strongest and safest body construction you can buy. When you drove the Hornet you sat

down within the frame — you were completely surrounded, on all four sides, by protecting steel box-section girders. This means the utmost protection in event of an accident.

"Furthermore, while Hudson gives you the finest hydraulic braking system, you and I both know that any hydraulic system can fail due to accident or neglect. Even the smallest hydraulic leak can cause your brakes to fail. This can't happen in a Hudson because you have a reserve mechanical braking system that automatically comes into action when you press further down on the brake pedal.

"This means protection for yourself and your family that you can't put a value on. The only way you can say *how much* this protection may be worth, is to estimate how much your family may be worth to you.

DISTINCTIVE TOUCHES

"Did you notice, when you drove the Hornet, how many comfort and convenience features were provided? For example, the recessed doors that nestle the door controls and ash trays out of the way — the wide 2-person rear center arm rest — the Teleflash Signals that automatically warn you when your generator charging rate or oil pressure get low — the location of the radio speaker out of the way so annoying blasts won't bother the driver — the non-reflecting instrument panel top, and the nylon upholstery that may be cleaned with a damp cloth. There are individual jack pads on all four corners, and they won't slip. You can't lock yourself out of a Hudson, but you CAN lock yourself in and a woman driving alone, or with children, is protected against accidental or unwanted opening of the doors. You'll find many distinctive touches that only Hudson provides . . . but if you only needed one reason for switching to a Hornet, I'd say the added protection and safety a Hudson gives you is all the reason you need. You can't get any of these features I've mentioned on anything but a Hudson.

JOE, GET THAT HORNET READY

"So let me ask you — what do you want in your next car? Performance, Comfort, Convenience, Roadability, Economy, Durability, Safety? In any one of these you may mention, Hudson gives you more.

"I'll go one step further and say that once you've driven a Hudson you'll never be happy driving any other make. Hudson has the highest owner loyalty of any group of owners in the entire industry except one — and that's the highest priced car built.

"Summed up, you get more enjoyment and satisfaction — isn't that what you want in your next car?

"How soon will you take delivery?

"Step over here and we'll work out the details for you."

THE STUDEBAKER COMMANDER FOR '52

We vividly recall a few years back when we came back to the office after quite a spell in the hospital where we'd been resting up after an illness. Our friends greeted us and told how much better we looked, but always added "You still look a little on the frail side."

This was the spirit in which we greeted the new Studebaker Commander for '52. It certainly looked much better—in fact, it looked like an *automobile*. It had a front and rear and you could tell which way it was headed.

It may have been because we were so used to strong, husky, rugged looking cars that the Commander impressed us as being light and small. As a matter of fact, it's only 5 inches shorter, overall, than the Wasp. It's possible that the "small car" look was suggested by the narrower body, which gives the Commander interior considerably less room than is found in the Wasp. Actually they admit 5 inches less front seat room and 8 inches less front shoulder room. They have about an inch greater leg room in their rear compartment, but nearly 6 inches less seat width and 6 inches less shoulder room.

However, their car is nice looking, and excepting an "abruptness" in the rear body contours, a projecting rear fender, and a few protruding surfaces, it gives a much improved appearance.

SUGGESTED TOPICS FOR MORNING MEETINGS

EVERY DAY KEEP REMINDING YOUR SALESMEN THAT 21% OF ALL COMPETITIVE OWNERS HAVE DEFINITELY SAID THEY WOULD BUY ANOTHER MAKE NEXT TIME — AND THAT AS HIGH AS 34% OF SOME MAKES HAVE DECIDED TO CHANGE. THESE PEOPLE ARE RECEPTIVE TO THE PROPOSITION OF SOME SALESMAN, AND WILL RESPOND TO THE RIGHT APPROACH. KEEP SOLICITING THESE COMPETITIVE OWNERS. THEY'RE YOUR BEST SOURCE OF PROSPECTS, AND EASIER TO SELL THAN YOU MAY REALIZE. IT'S ALMOST IMPOSSIBLE FOR A COMPETITIVE OWNER TO DRIVE A HUDSON FOR THE FIRST TIME WITHOUT WANTING ONE.

MON. HOLD A SESSION TO READ AND DISCUSS this issue of S.M. Have each man look at the new Studebaker line — remembering that the Commander is their most popular model and the model we will doubtless be most in competition against.

TUES. REVIEW LAST WEEK'S ISSUE OF S.M. and freshen up on the advantages of a Hornet over a Buick 50. Get Buick owners to drive a Hornet — they'll trade.

WED. PUT A DRIVE ON 1) TRUCK DRIVERS on certain profitable "specialty" routes, such as beer, meats, milk, bread and so forth — and, 2) workers in the building trades, such as carpenters, electricians, plumbers, brick layers, etc. These workers make high wages, and can buy new cars. Get these fellows to drive a Wasp.

THURS. IT'LL SOON BE CONVERTIBLE SEASON. Now's the time to line up buyers. Hudson makes the world's most beautiful Convertible.

FRI. HOW MANY OF YOUR BIRD DOGS HAVE DRIVEN THE WASP? How can they thrill over it unless they know how spectacular it is? By the way — has each man 50 live Bird Dogs really working for him? No salesman can have too many people helping him find prospects. Why not concentrate on this for a few days?

SAT. CALL UP 10 EXTRA PEOPLE TODAY. Being Saturday many of them will be around home and will have time to talk to you. Get them to drive your demonstrator for a couple of hours or an evening. "Get 'em back of the wheel, and they're ready to deal."

Interiors are nicely done, but sitting in the front seat we experienced a sort of "lonesome" feeling. The instrument panel has been so sharply cut away it gave us a feeling of not having any. This must have been a sort of "mirage" because they actually have nearly 3½ inches less front leg room than the Wasp.

The Commander is Studebaker's higher priced car and the more popular model. Their sales of this model in 1951 were twice its '50 sales. (Sales of their lower priced 6 were off 50% from the previous year.) Because of the general specifications of the Commander, a comparison was made with our Wasp. We compared 4-door Sedans of both models.

We noted that they were featuring their "Miracle Ride" with their new 8 cylinder engine. This engine develops 120 H.P. The Wasp engine develops 127 H.P. The Commander-8 engine has a compression ratio of 7. to 1 — the Wasp 7.2 to 1. They offer automatic transmission which they call "Automatic Drive" and ask \$243.00 for it. Hydra-Matic is \$169.77.

Difference in the Factory Town Delivered Price is largely offset by the extra charge for their automatic transmission and other items, and there was only a slight difference in delivered prices between the Commander-8 4-door Sedan and the Wasp Sedan.

We noticed that while their sedan body has considerable glass area that there is a "blind spot" in the rear quarter. In fact, the absence of rear quarter windows was noticeable, giving their bodies an "abrupt" line in the rear. Possibly one reason for this was the narrow rear window—only 43¾ inches wide against the Wasp's 48 inch "wrap-around" width. The Wasp's Hudson-Aire Hardtop Styling was conspicuously modern and more trimly beautiful in comparison.

We got a shock when we opened their rear trunk compartment. The width of the trunk opening at the bottom, or sill, was only 27¾ inches. Compared with the wide opening of the Wasp, 43.06 inches, made one wonder whether it might not be quite inconvenient and difficult to lift a heavy package high enough to get it into their luggage compartment. It must also impose a burden in removing luggage or other items.

There seemed to be a conspicuous lack of

ash trays in the passenger compartments. No pockets in the back of the front seats. Arm rests were exceptionally small—more like "pull-to's". And there was one item of construction that *really* shocked us: **REAR DOORS ARE HINGED AT THE REAR AND OPEN FROM THE FRONT.** Whew! It was hard to realize that any car manufacturer would still hinge rear doors this way!

To sum up, briefly:

Compared with the Wasp, the Commander-8 offers:

LESS POWER
LOWER COMPRESSION RATIO
LESS ROOMINESS
LESS REAR WINDOW AREA
LESS LUGGAGE LOADING AREA
REAR DOORS THAT OPEN
FORWARD
NO REAR QUARTER WINDOW
NO POCKETS ON BACK OF FRONT
SEATS
A "SMALL CAR" APPEARANCE

Neither does the Commander-8 offer Step-Down design with Monobilt body-and-frame, nor the road hugging stability of the Wasp. The Commander-8 does not offer the security of box-section steel girders surrounding passengers, nor the added protection of a reserve mechanical braking system. Passengers sit up on top of the frame—not down within it. The Commander-8 engine has two sets of bearings, two sets of valve mechanisms, two sets of tappet covers, two cylinder head gaskets, two water pumps and the usual extra added parts of this type of engine. An owner could logically expect greater upkeep and maintenance costs than with a simplified H-127 engine.

There are no recessed doors, no Teleflash Signals, no out-of-the-way Radio Speaker location, no Non-slip Jack Pads, no Dura-fab long-lasting trim.

Yet, the Commander-8 is a nice little car, and Studebaker will doubtless sell many more of them than they will their lighter 6.

It should not prove a serious selling contention for our Wasp if we do a half-way selling job. There's certainly very little difference in delivered prices—and there's a *whale* of a difference in owner benefits.

DISSATISFACTION— SYMBOL OF PROGRESS

America became the greatest nation on earth because of dissatisfaction. We were dissatisfied with the yoke of tyranny, so we rebelled and became a free people. Our mails were too slow to suit us, so we developed the telegraph, telephone and radio to speed-up the sending of messages. We even developed a method of transmitting photographs by wire. We built sky-scrapers, the tallest buildings in the world, because the ones we had didn't satisfy us. The laborious process of setting type by hand and then manually grinding out printing irritated us, so we developed a gargantuan marvel that feeds a roll of paper into one end and produces from the other end a complete newspaper in four colors, folded ready for shipment.

This is the story of progress. Progress because of dissatisfaction. It's the story of the automobile. Because we were not satisfied with the too-small, too-underpowered, too-unsafe cars we had, we developed the masterpieces of today.

If we had been a satisfied people this would not have happened. If manufacturers had all been satisfied to build to the same exact standards, sales would be strictly a matter of price. Clerks could handle all the transactions.

THIS WAS THE START OF SELLING

It was only when some manufacturers became dissatisfied and started improving their product that progress began. Until we produced *quality* there was no need of salesmen — salesmen came into being *because of quality*. And that was the start of selling.

When manufacturers began to produce a *quality* product they had to have someone to go out and tell the nation that here was something new, improved, better. So they hired salesmen. The *first salesman's* job was to say to a great many people, "Here's something NEW, IM-

SUGGESTED TOPICS FOR MORNING MEETINGS

EVERY DAY KEEP REMINDING YOUR MEN THAT THIS IS MARCH. THAT PEOPLE BUY FASTER AND WANT CARS QUICKER THESE SPRING DAYS, AND THAT CALLS FOR THOROUGH SELLING AND CLOSE FOLLOW UP. WE CAN'T AFFORD TO NEGLECT PROSPECTS AT THIS SEASON — WE MUST LITERALLY "STAY RIGHT ON THEIR NECKS". MANY COMPETITIVE DEALERS ARE SHORT OF CARS AND THESE COMPETITIVE OWNERS MAKE THE FINEST PROSPECTS. KEEP AFTER THEM. GET THEM TO DRIVE A HUDSON.

MON. REVIEW THIS ISSUE OF S.M. and "sell" the principle of making competitive owners dissatisfied by getting them to drive a Hudson. Sell the things the other fellow can't offer. Learn to hear that "wee small voice" saying "SHOW ME".

TUES. WHY NOT REVIEW YOUR SALESROOM DEMONSTRATIONS and road demonstrations? Be sure you're not overlooking some of your vital selling advantages. You never know what will sell a prospect. Sometimes just one thing will sell him. Have a meeting to again go through the Standard Demonstration.

WED. USING THE BOOKLET OF SUGGESTED ROUTINE, have each man practice use of the new Selling Portfolio.

THURS. ARE YOU MAKING USE OF THE REPRINT of Popular Science containing the Wilbur Shaw story of Hudson? This is mighty powerful selling persuasion. See that each salesman has a copy and knows how to use it.

FRI. REVIEW THOSE PROSPECTS OF THE PAST 60 DAYS — go back to those who may still be alive — get them to drive your demonstrator some evening. Make them dissatisfied with what they have.

SAT. MAKE MORE PEOPLE DISSATISFIED with the cars they're driving. And when you talk to prospects listen for that "wee small voice" saying "SHOW ME".

PROVED, BETTER that will add to your enjoyment and satisfaction." The job hasn't changed. It's the same today. The successful salesman is the one who tells to a GREAT many people, the story of a BETTER product.

THERE SEEMS TO BE A MISUNDERSTANDING

Now, some salesmen don't seem to understand this. They have the wrong impression of their jobs. They seem to think that just because the product they represent has many advantages that competitive products do not have, that people will flock in and beg them to accept orders.

Even our earliest business men knew better than this. That's why they hired salesmen to go across the nation and tell the public about the superiorities of their improved and better product. They knew that people were slow to find out such things for themselves.

You can blast a message across the country in newspapers, magazines or other media and attract attention to your product, but *people talking to people*—persuading them to investigate and actually see for themselves—is the *sure way* of getting them to buy it. One reason for this fact lies in the diversity of interests we have. We don't all like the same things or in the same degree. We don't all have the same beliefs, viewpoints, desires.

All of us don't think at the same speed. Some of us find it hard to make up our minds. Even after we decide, some of us find it hard to force ourselves to act. Then, too, many people are completely satisfied with what they have now and are apt to *remain* satisfied until someone persuades them to try something better.

SURE FIRE SELLING METHODS

These are some of the things these early American salesmen found out about people, and they developed ways of meeting these conditions. They found out *how people were thinking* by asking questions and showing an interest in their buyer's welfare. They learned to help those who were *slow to decide*. They'd get these buyers to agree in easy stages, a point at a time, that they liked this, and that, and to finally agree that they'd be better off by having it now.

When they found people who seemed satisfied with what they had now they deliberately made them **DISSATISFIED** by showing them how much greater happiness and pleasure and satisfaction they would have by owning their better product. They became successful salesmen by showing the advantages they could offer that their competitors could not. They recognized that these exclusive features spelled selling opportunity.

In time, certain of these salesmen became leaders—by studying their jobs and applying their experiences, they developed some sure-fire selling methods. One of these methods has stayed with us down through the history of American selling. It's the method of *anticipating* what the prospect may be thinking. These leaders did this by de-

veloping keen imaginations. They imagined that prospects were continually saying "SHOW ME, SHOW ME, SHOW ME." All through their selling procedure they'd imagine they were hearing wee little voices saying "I *won't* be interested until you **SHOW ME** . . . I won't even *consider* buying until you **SHOW ME** . . . Of course, I want protection and safety for myself and my family but you've got to **SHOW ME** . . . Naturally I want durability, but you must **SHOW ME** . . . Sure, I want roadability but you've got to **SHOW ME** by letting *me* drive your car . . . Your car may be a good investment and I may be glad I bought it, but you must **SHOW ME**." Little voices always saying "SHOW ME."

LITTLE VOICES — ALWAYS LITTLE VOICES

They carried this thought through the entire selling procedure. For example, whenever a prospect questioned price these salesmen imagined they heard this wee small voice saying "I want to be assured about prices. I want to feel that I'm *justified* in buying at this price. I want to feel I'm getting **FULL VALUE**, so please **SHOW ME**." And these salesmen over the years learned to quote prices in a firm, confident tone, and go right on to show that their product was worth even more than its price.

And they learned *another* fact that helped them over many lean spots—that Americans become dissatisfied easily. Let them try something new and better and they don't even wait until the old one is worn out. They just trade it in, using it as a part payment on the new. They buy millions of dollars worth of the *new* long before the *old* is worn out, because the new appeals to their fancy, adds to their pleasure and happiness or gives them greater security and satisfaction.

GREAT PEOPLE, THESE AMERICANS

Great people, these Americans.

Restless, energetic, progressive. Ever welcoming an opportunity to be shown how their lives can be fuller and more complete, even willing to pay a stiff admission fee to an Industrial Exhibit or Automobile Show just so they can see new products. Literally paying to be *sold*.

Yes, America's progress is largely due to the salesman who carries the torch of progress . . . who constantly improves our standards of living by preaching the doctrine of quality . . . who educates Americans to finer things.

This is the story of American progress up to 1952.

It is the story of America's progress in the years ahead.

WHAT YOU PAY— AND WHAT YOU GET

Often quality merchandise is cheaper over the long pull, even though it costs more to buy. This is where the salesman comes in. It's his job to point out the value . . . to make his price seem reasonable and to make people willing to pay his price.

To illustrate, if a prospect should say "My! that seems like a high price!" a good salesman might answer: "Yes, at first, it may seem a little high, but we've made so many improvements and added so many new and better features, that when you consider what you get, it actually seems low. Sit down, and let me show you some of the values you get."

Or, there might be the competitive angle, when a prospect says "Well, this is more than I intended to pay. I can buy a Blank car of this model for blank dollars less." And your reply could be something like "Yes, you can buy the blank car for less, but don't you think their price should be at least \$500. lower than it is? Have you ever considered what either car offers you in the way of values? Sit down and let me show you which gives you the most for each dollar of cost."

HERE'S WHERE YOUR PORTFOLIO PAYS OFF

"I'd like to show what we mean by modern values. (Open your Selling Portfolio to page 5 and point out Hudson's all-steel, all-welded Monobilt body-and-frame construction. Then continue with something like this:)

"The car you have in mind has a body bolted up on top of the frame. This is the old-fashioned method manufacturers used 40 years ago. These body bolts in time become loose and your body begins to weave and twist and work loose, and you get squeaks and rattles and your car begins to deteriorate. The first sign of deterioration in a car shows up in the body. Now when you buy a car you want it to last. You want greater rigidity, strength and durability. You want years of satisfactory use from it. You don't want squeaks and rattles and body noises. Hudson's strong, rugged construction eliminates body noises. It gives you longer life. So you must admit that Hudson's modern design gives you more value.

"Suppose this other car could offer you this stronger, better type of body-and-frame construction as an extra cost option, how much would you be willing to pay to get it? \$200.?, \$100.? (Try to secure a commitment from your prospect—then turn to pages 6 and 7 and continue:)

"Hudson has the lowest Center of Gravity of any car you can buy. By recessing the floor we were able to lower the entire car. This provides surer, safer and steadier

SUGGESTED TOPICS FOR MORNING MEETINGS

EVERY DAY

DO 3 THINGS: 1) FIND OUT WHAT EACH MAN ACCOMPLISHED YESTERDAY — 2) GIVE HIM A FULL DAY'S WORK TO DO TODAY — 3) SPEND 10 TO 15 MINUTES "BRUSHING UP" ON GOOD SELLING POINTS THAT MAY HAVE BEEN OVERLOOKED.

MON.

GO OVER THIS ISSUE OF SM. Have each man take a sheet of paper and go through a Price-value story, putting down the figures he would expect a prospect to put down. Compare the figures of various men, and practice your story until each man can give it persuasively.

TUES.

HAVE ANOTHER SESSION ON THIS ISSUE OF SM, and perfect the price-value story.

WED.

HAVE ONE OF THE MEN GIVE YOU A COMPLETE PRESENTATION of the new Selling Portfolio, following suggestions in the Guide Booklet.

THURS.

DOES EACH MAN HAVE COPIES of the Montana Highway Police letter and the Popular Science reprint with the Wilbur Shaw story? See that they use these in their selling work. These are selling dynamite.

FRI.

CHECK UP TO SEE THAT YOU'RE GETTING: 1) 10 phone calls to competitive owners by each man every day following up previous mailings — 2) That each prospect drives a Hudson — 3) That the neighbors of each new owner are being called on — 4) That Bird Dogs are active.

SAT.

WHY NOT ASSIGN A MAN to cover certain important stores where many people park their cars while doing their Saturday shopping, and make it a point to talk to as many people as opportunity permits? One salesman reports from 10 to 15 good prospects every Saturday using this plan.

driving and riding. It makes a Hudson car literally cling to the road, and as a result you're safer on curves, at high speeds and on rough roads. You notice when you drove our car how it hugged the road and how secure you felt. This lower center of gravity affords you more security every time you drive. This roadability might save your life in an emergency. Isn't this a great advantage? Well, suppose this Blank car could lower the floor of the car you're talking about, say 4 or 5 inches and give you a lower center of gravity and greater security and would offer this as an extra cost option. How much would you be willing to pay to get it done? Probably \$300.?, \$200.?, \$100.?

(Turn to pages 8 and 9)

"You can see here how you and your family are protected front, sides and rear by heavy, box-section, steel girders that surround you, even outside the rear wheels. If you should in an emergency skid against a tree or abutment girder, or if some other car should hit you, this means that you are protected by literally having heavy steel bumpers all around you. This protection might keep you out of the hospital for six months, it might save some member of your family from serious injury. Isn't it worth something to have this kind of protection when you drive? If this Blank car could offer you this extra protection as an option, wouldn't you be glad to pay \$300.?, \$250.?, \$200.? for it?

THIS MIGHT BE WORTH \$50,000.

(Turn to page 10 with x-ray overlay)

"Hudson gives another measure of protection you cannot secure in any other car. That's protection against brake failure. As you know, hydraulic brakes CAN fail, due to accident or neglect. Even a slight leak can cause you to have no hydraulic brakes at all. You wouldn't think of driving with your family without any brakes, yet this can happen if you only have hydraulics. With a Hudson you're never without brakes because of this extra reserve mechanical braking system. I don't know how much this is worth to you. If you knew for a fact that you were going to have an accident tomorrow because you weren't going to have any brakes and were unable to stop, this protection might be worth \$10,000. or \$50,000. If it kept you from breaking a leg or being thrown into a hospital for a year, or kept your family from serious injury it might be worth any amount. Imagine yourself coming down a steep incline suddenly confronting a sharp curve ahead. You press down on your brake pedal and find you have no brakes. What would you give for a reserve braking system? Or you might be approaching a railroad crossing and suddenly see a train coming. You press on your brake pedal and get no response. What would you give then for this extra reserve mechanical braking system that would bring you to a safe sure stop. Now, let's just suppose this other car could give you this added protection as an extra, and they would put it on your car for, say, \$200. Wouldn't it be worth this much to you?

(Turn to page 13)

"Hudson gives you high compression, top performance without the use of Premium gasoline. That means quite a saving over a few years.

(Turn to page 15)

"And Hudson engine blocks are made of super-hard chrome alloy. They are so hard we don't need valve inserts. They will last 2 or 3 times longer than ordinary cast-gray-iron blocks, retain compression longer, and use practically no oil. If this other car could furnish you with this type of an engine block, as an option, wouldn't you be glad to buy it for \$50. or how much would you think it was worth?

(Turn to pages 16 and 17)

"This long lasting body, and this long lasting engine, plus the use of more high grade metal alloys, make Hudson the most durable car you can buy.

Here's something else—Hudson gives you a precision balanced engine. After each moving unit is perfectly balanced it is assembled into the engine and then the completed engine is again perfectly balanced while in motion. Every engine is perfect before it is put into a Hudson. Smooth engines mean less vibration so wear longer, and require less attention. And in a Hudson you

get maximum power on regular grades of fuel. Aren't these desirable qualities worth, say, \$50.?

(Turn to pages 20 and 21)

"You've experienced Hudson's flashing acceleration, tremendous reserve power and effortless performance. Here are some of the features that contribute to Hudson's exceptional performance. Isn't this the kind of performance you'd like to have? And isn't this worth something? Would you be willing to pay, say \$50. if you could have it added to the car you have in mind?

OTHERS MAKE CLAIMS—HUDSON OFFERS PROOF

"You probably would like to be able to drive your car satisfactorily for several years—so you want durability. I've told you about Hudson's rugged bodies and frame and the durable engines, but I don't want to be in the class with other automobile salesmen who merely make claims about the long life of their cars. While others were making CLAIMS Hudson offered PROOF . . . and here it is. Hudson was able to keep running, with fewer pit stops, fewer break-downs, safer running, and greater all-round stability and stamina than any stock car in America in all these stock car events. No other car even approached Hudson's percentage of wins. This is convincing proof of greater ruggedness and durability. If this other car could offer you an option that would give you greater durability and dependability, how much would you pay for it? Say \$150.?

(Turn to page 24)

"In a Hudson Step-down designed car you sit down within the frame, between the front and rear wheels. This position gives you a more gently cradled ride. In addition you have these features (show them) which add to your riding comfort.

(Turn to page 25 and pull down the slide)

"Here's proof that Hudson gives you more roominess in every requirement. The most pleasing ride you can get in any car made. Soft, easy ride and relaxing roominess. Isn't this worth something? How much would you say? \$25.?

(Turn to page 33)

"And here's beauty that stays fresh and new. Beauty that will last. A design that is years ahead—that will not be obsoleted as will present body styles on many current cars. This is not just a "face-lifting" design with a little extra chrome added here and there. Not just an old body that has been dolled up a little. Here's modern, trim, sleek beauty that is so far ahead of other cars that it will stay fresh and new. I think you'll agree it is worth something. If this Blank car had two body styles—one modern, streamlined body design that was trim, low and sleek, wouldn't you be willing to pay, say, \$100. extra to get this newer styling?

"Let's approximate how much these extra Hudson features are worth and then compare prices . . . (Add up worth of Hudson advantages as agreed upon.)

"If we add these to the cost of the other car, this makes Hudson a much lower-priced car as far as value is concerned . . . or else makes this other car overpriced this much.

"Don't you agree that Hudson offers you more value?" (NOTE: Try this on a fellow-salesman, using attached cards. In working with a prospect you may either use a sheet of blank paper, or additional cards, similar to attached, may be had by ordering through your Zone or other Distributor at \$1.00 per 100.)

The advantage of cards is that they serve to remind you of the items to ask prospects to place values on.)

SHOPPER STOPPER

As the Boss came into the salesroom he noticed a man and woman looking over the cars on display. He appraised them, at first glance, as an average middle-aged couple—in the middle income bracket—probably of the conservative type. Jim, the salesman, was lounging over his desk in the far corner, apparently paying no attention to the couple. Walking over the Boss asked, "Who's the couple, Jim?" "Aw, just a couple of shoppers," replied Jim. "Said they weren't ready to buy—just wanted to look around. I told 'em I was here if they wanted anything. Seems to me all we get these days is shoppers. Everybody looking around and nobody buying anything. These shoppers take up all your time."

This attitude was typical of Jim. He was the sort of person who does just enough to get by. Anyone who didn't walk up and express an intention of buying was classified by Jim as a "shopper". Jim failed to realize that when a person plans on spending around two thousand to twenty-five hundred dollars or more, he might be expected to do some shopping around before he placed his order.

BETTER HAVE A GUIDE

The Boss, on the other hand, was the type who exploited every opportunity. He didn't take things for granted. It was by finding out the facts, and giving extra measure, that he became Boss. Experience had told him that people often said they weren't ready to buy because they were afraid of being sold something they couldn't afford or didn't want. Or, maybe they *did* want to look around, but when they looked around by themselves, like sight-seers without a guide, they overlooked many worthwhile things. Like those people who came in last year and spent an hour looking around and went out without realizing that Hudson had a reserve mechanical braking system and bought another make of car because the competitive salesman sold them on the safety of his car. And SAFETY was what they most wanted!

SUGGESTED TOPICS FOR MORNING MEETINGS

EVERY DAY

AS YOU POST YOUR DAILY WORK CHART, SEE THAT EACH SALESMAN IS DOING A "BALANCED" JOB. THAT IS, BE SURE HE IS SECURING ENOUGH NEW PROSPECTS SO HE WILL ALWAYS HAVE A GOOD BANK TO WORK ON. THAT HE IS FOLLOWING UP EVERY LIVE LEAD. THAT HE IS KEEPING HIS DEMONSTRATOR LOANED OUT AND BUSY NIGHTS AND WEEK-ENDS. THAT DEMONSTRATIONS ARE COMPLETE AND PROSPECTS ALWAYS DRIVE. ELEMENTAL, BASIC THINGS — BUT OFTEN NEGLECTED.

MON.

REVIEW THIS ISSUE OF SM, and sell your men on a significant appreciation of "shoppers". Too many salesmen neglect salesroom visitors—only to see them driving another make a week later.

TUES.

WHY NOT REVIEW THE PROCEDURE of proving Hudson's extra value by going over those items that represent values not offered by other cars.

WED.

ARE YOU SENDING OUT, EVERY DAY, 10 "How much will you take" cards per salesman? With some competitive dealers offering very low appraisals a fair offer will be welcomed by many competitive owners.

THURS.

ASK EACH MAN TO WALK UP TO 10 OWNERS of other makes of cars today and ask them whether they've ever experienced driving a Hornet or Wasp and invite them to. This is a quick way of finding out how near they may be to buying a new car.

FRI.

NEGLECTING YOUR SERVICE STATION FOR PROSPECTS? Neglecting your loyal Hudson Owners? Neglecting those new owners? Neglecting those "class" prospects such as lawyers, city employees, dentists, real estate men, and so forth?

SAT.

CLEAN UP DAY. People like to drive new cars these spring days. Line up prospective buyers for the week-end.

SHOPPERS DON'T SEE THESE

The Boss knew that there are many "hidden" values and features in a Hudson that are not apparent at first glance, and left alone, salesroom visitors never get the full import of Hudson's many advantages.

Experience had satisfied the Boss, too, that every salesroom visitor was a potential profit. He was "shopping" because he was thinking of buying a car. Often it was a matter of the first *real salesman* who got hold of him. The salesman who left him alone encouraged his shopping.

The Boss also knew that as this couple had already said they wanted to "browse around" any approach he might make called for diplomacy. But, here was potential profit right in his salesroom. There's always a way to "stop shoppers" and that's to sell them. So the Boss put on his most cordial smile and walked over, with "Good Morning. I'm Jack Smith, your Hudson dealer. Grand morning, isn't it? Just want to thank you for coming in and assure you that you're most welcome to spend all the time you want to in looking around, without any obligation whatever. I'd also like to extend an invitation to see other cars we have in stock, as well as other colors, and other features. Hudson prices start, as you may know, just above the lowest, and we can supply you with almost any combination of features you may want. Some of these are not shown on these salesroom cars. For example, Solex glare-reducing tinted glass, or extra Radio Speaker in the rear compartment, or Windshield Washers, or any number of items that will add to your comfort, convenience and driving pleasure.

THE "QUALIFYING PROCESS" STARTS

"By the way, are you Hudson owners? No? Tell you why I asked—if you'd like to ask some Hudson owners how well satisfied they are, I'll be glad to give you the names of several owners you can call up. Do you live in this neighborhood? Oh! Riverside. That's a nice part of the city. We have many owners near you. If you find that you're interested, I'll be glad to give you these names. Well, just make yourselves at home . . . we appreciate your coming in." The Boss made a false move as if to leave, then pretending to suddenly have remembered something, turned back and continued with:

TWO THINGS TO KEEP IN MIND

"By the way, you of course know, don't you, that there are *two important* things to keep in mind when considering a new car?"

"Well, we had several things in mind, but we'd like to know what you consider the two most important," answered the man. This was just the opening the Boss had been sparring for, so he carried on with:

"Most people think of cars in terms of normal driving. And that's fine. One of the things you should have in mind is the satisfaction your car will give you in normal driving. The other — and I consider this far more important — is how dependable this car will be in an *emergency*. Think about this emergency factor when you look at cars. What kind of protection will you have? You may not realize it, but one of the common causes of accidents is hydraulic brake failure. Did you ever have your hydraulic brakes fail on you and find yourself in an emergency without any brakes? Just once? Well,

you know how disastrous this can be. If you were coming down a steep grade and suddenly a sharp curve loomed ahead of you, you'd give a great deal to be sure you had safe brakes. If a wild driver drove right in front of you from a side street—you'd give anything to be sure you had brakes. If a youngster ran out right in front of you from behind a parked car you'd want to be sure you had dependable brakes. This is *one* of the factors of dependability I meant. You know how Hudson provides for such emergencies, don't you? No? Well, let me show you. In a Hudson you have a reserve mechanical brake that automatically takes hold from the same brake pedal in event your hydraulic system should ever fail. You wouldn't see this feature by merely looking at salesroom cars, and there are many other equally important protective features I think you might be glad to know about. Do you mind if I point out a few?"

"If you have the time, we'd appreciate it. But we're not ready to buy, so we don't want to take up your time."

WE ALWAYS HAVE TIME—TO TAKE ORDERS

"If, by spending a few minutes with you, I might be the means of keeping you out of a hospital or preventing a serious accident, I'd feel that my time was well spent. And, if I could contribute, not only to your peace of mind, but to your future driving enjoyment, I'd feel that my time was well spent. So, let me take just a minute to show you, on this car, some of the things to look for on a new car and the reasons why you should have them on your next car."

After the Boss had spent about 20 minutes showing features on salesroom cars he said "You see, **JUST BY LOOKING AROUND, YOU'D NEVER HAVE KNOWN ALL THESE IMPORTANT ADVANTAGES WERE ON THESE CARS.** Now there's another even greater advantage that I can't show you here—so let's get into my car, right here at the curb, and experience the greatest driving improvement that has been built into automobiles in a decade—one that you'll enjoy, and one that will give you a new sensation of driving and riding satisfaction."

After getting them out on the highway the Boss first persuaded the man, then the woman, to drive. When they returned to the salesroom it didn't take long to get the order signed.

AN ORDER FOR YOU, JIM

With the order in hand the Boss walked over to Jim, laid the order before him with, "Jim, here's an order you don't deserve, but I'm giving it to you to open your eyes. If you were out fishing this morning and felt a slight nibble on your line, you wouldn't pull in your bait and move to another spot. Yet, that's just what you did.

"You have the wrong name for shoppers—you should call them **POTENTIALS.**

"Anyone who will come into this salesroom and give you 3 minutes of their time to permit you to say, 'Good morning—this is a grand day' is all the selling opportunity you need to *stop them from being shoppers.*

"Shoppers are not a nuisance—they're a blessing.

"We need them, because 95% of them are possible buyers. And, they're so easy to stop.

"That old signature on the . . . is a sure **SHOPPER STOPPER.**"

CONTEMPLATING SUICIDE?

If you're giving any thought, Gentle Reader, to the sudden abbreviation of your Selling Days, cheer up! You no longer have to slip off the ledge of a window 20 stories up; it isn't necessary to hop into the lake with a grindstone clamped around your neck; you don't have to mix ground glass with your oatmeal; nor need you lock the garage, start the motor and go to eternal sleep under caressing monoxide exhaust fumes.

No, there's a more gradual, and just as dependable method.

Just neglect your owners. Your Selling Days will then generate into a Selling Daze and your end will come gradually, but assuredly.

SHOCK! CONFESSION! CURE!

This fact was dramatically thrown in our face some 8 years ago when we suddenly awoke to one of the greatest shocks we'd ever had. It was in 1944, and the annual Crowell-Collier Automotive Survey had just been released. This annual survey is made to get comprehensive figures showing how people are thinking and what owners intend to do. To get this information, thousands of car owners in all parts of the country are interviewed by trained solicitors. Pertinent questions are asked and replies are tabulated. Final tabulations are then supplied to automobile manufacturers as a gratis service. One of the many questions asked owners during this survey was, "Do you intend to buy another car of the same make you are now driving?" This was to determine what is commonly termed "Owner Loyalty". It is offered as a guide to a manufacturer to let him know how well his owners are satisfied. Well, this particular survey showed that Hudson stood near the bottom of the list in Owner Loyalty. A high percentage of Hudson owners said next time they were going to buy another make of car.

If lightning had struck in our midst we probably couldn't have moved any faster. Our Paid Worriers started huddling and doing their fanciest worrying. We studied reports, looked over our own records, and started out a crew of our own to call on owners to find out for ourselves WHY so many of our owners thought they might switch to another make the next time they bought.

SUGGESTED TOPICS FOR MORNING MEETINGS

EVERY DAY KEEP UP AN "INSPIRATIONAL" BARRAGE. SPEND A FEW MINUTES EVERY MORNING REVIEWING SOME OF THE GOOD THINGS WE HUDSON MEN HAVE TO TALK ABOUT, COVERING ONE TOPIC EACH DAY, SUCH AS: "SUPERIOR PERFORMANCE IN STOCK CAR RACES WHICH PROVES DURABILITY, STAMINA AND ROADABILITY." "THE WILBUR SHAW STORY"—"THE MONTANA HIGHWAY PATROL REPORT." "THE POPULAR SCIENCE REPRINT." "THE MARSHALL TEAGUE STORY." "THE NEW SALESMEN'S SELLING PORTFOLIO."

MON. ASK EACH MAN TO GIVE YOU A SHORT STORY of some satisfied owner and what he thinks about his car. Build up morale by making your men feel that they do a genuine favor when they sell a Hudson.

TUES. ASSIGN A REASONABLY LATE MODEL COMPETITIVE MAKE OF USED CAR to each salesman to drive. Give him a graphic realization of what the owners of similar competitive cars are putting up with . . . and how easy it is to show the advantages that can be theirs by driving a Hudson.

WED. HAVE EACH MAN WALK UP TO ABOUT 10 COMPETITIVE OWNERS today and suggest that they may be missing a wealth of driving pleasures, and invite them to drive your demonstrator. A top-notch salesman tells us this plan never fails to develop good prospects for him.

THURS. ASK YOUR LOWEST SALES PRODUCER to give you a demonstration, using the Selling Portfolio (and following the suggestions in Sales Management of March 31st and the card attached) of how to sell the extra value Hudson offers.

FRI. HAVE EACH MAN phone 5 Hudson owners, 5 competitive owners and 5 Bird Dogs today — and send 5 mailing cards to the persons in 3 similar groups to be phoned later.

SAT. DEMONSTRATIONS, APPRAISALS AND ORDER-GETTING TODAY.

An inventory of our operation seemed to indicate that we had an excellent product, a pretty good dealer organization who were giving reasonably good service with normal parts stocks and facilities, our company policies were liberal and fair, our advertising of high quality and reasonable volume, and we seemed competitive in most departments.

But when we read the reports of our investigators we found the trouble. One owner, who was typical, said "Why I haven't seen or heard from a Hudson man in 5 years", another said "Hudson seems to have forgotten that I'm an owner". The sum total of all reports gave us the answer. *We had neglected our owners* and they felt that if we had no interest in *them* there was no reason why they should have any in us.

When you stop to think about it, that's a natural reaction. When a man spends around fifteen hundred to three thousand dollars with you and you don't even show him the courtesy of asking him "How're you doin'?" he has a right to get sore. He not only has been neglected, but he **FEELS** it.

YOU'VE GOTTA MAKE OWNERS FEEL IMPORTANT

Well, we started right then and there to *forever correct this situation*. We decided to make every Hudson Owner feel that he was an important part of the great Hudson family, that his dealer was interested in him, and that we wanted him to get all the satisfaction out of his Hudson that we could make it possible for him to get. We would try to make him **PROUD** of his Hudson ownership; to feel that he was driving the world's finest automobile.

WE NOW LEAD THE INDUSTRY

That was 8 years ago.

The annual Crowell-Collier Report for 1952 (summary of the 1951 survey) was released recently. It showed Hudson neck-and-neck with Cadillac at the **TOP OF THE LIST** for Owner Loyalty. A few weeks later another similar survey, representing about 10,000 owners, was released by the U. S. News and World Report and this report showed Hudson Owner Loyalty **LEADING THE INDUSTRY**. A higher percentage of Hudson owners said they were going to buy another car of the same make they were driving than any other group of owners. From one of the lowest ratings in Owner Loyalty to the highest in 8 short years! And this gain made during a period of some of the most vicious competition the industry has ever known.

Now this didn't "just happen".

It was brought about by the close adherence to a principle — and that principle was to **BRING HUDSON OWNERS CLOSER TO HUDSON DEALERS AND THE COMPANY**. We started generating this feeling of warmth, friendliness and good will through an intimate, personal monthly publication called *The Hudson Newsletter* which we decided to have sent, under our control, to Hudson owners, bearing the dealer's imprint, *every single month of the year*.

From a feeble early attempt, this little publication, the Hudson Newsletter, has expanded to a full-grown 8-page publication. Its circulation has been upwards of three quarters of a million. It is one of the most highly

esteemed and most widely quoted sheets of its kind that's published. Radio Commentators, Ministers of the Gospel, Columnists, Newspapers, National Magazines, Authors, sundry others, have quoted it. The largest Advertising Agency in the country recently tried to buy the center spread for an outside client. It has built good will for Hudson outside of our own organization.

This little publication has but one objective — to bring Hudson Owners closer to Hudson Dealers and Hudson Products and make them feel that they're an integral part of the Great Hudson Family and own the finest automobile in the world. We are careful not to make owners feel that this is to exploit them, so we soft-pedal the sale of things. The Newsletter is not too serious — not long winded — not technical. It laughs, romps, dances, entertains and informs. And every month it tells the Hudson owner why he owns the **World's Best Automobile**.

It tells owners every month that we're interested in them, that we like them — think they're the world's finest people, that we want to do everything we can to keep them happy as Hudson owners. It brings a cordial message from their dealer inviting them to "Come in and see us — let us help you".

NOT EVERYONE UNDERSTANDS

Now there's always a group of people who are willing to pick the fruit but want the other fellow to do the fertilizing and cultivating. And a few Hudson dealers have rebelled against keeping up their owner contacts by sending out the Newsletter each month. But this was because they didn't understand and realize the vast importance of keeping in constant contact with their owners and continually building up Good Will and Loyalty. Sometimes this wasting away of owner friendliness and loyalty creeps up slowly, like a disease. Sometimes dealers don't realize it. Sometimes people require a shock to bring them to a realization of a condition.

When we found out after a year or two or three what a tremendous job this publication was helping us do in bringing back the loyalty of our owners, we decided to *insist* that all of our dealers participate in the program. We felt that dealers had a responsibility in contacting owners regularly and continually building good will. Also, we felt that possibly some dealers didn't realize what owner loyalty meant to them. So, we made it a Franchise Requirement. That this was a wise decision is proved by the latest automotive owner surveys.

Now just a word of qualification. We do not attempt to give undue credit to the Newsletter. A good product, strong, convincing advertising, sound and fair company policies, public acceptance, Owner Service Follow-up, good dealer service, good parts distribution — many, many factors have contributed to this fine owner loyalty. Unquestionably the fine product has been the major factor. Many dealers, by maintaining good public relations and close personal contacts, have helped materially in strengthening this enviable spirit of owner satisfaction and loyalty. To these fine, conscientious men we pay due tribute.

No one activity, no one group, no one factor deserves all the credit. But we do feel that contributing its part is a friendly message each month from the local dealer to his owners in the form of the Newsletter. In less than a decade Hudson has jumped to the Honor Position in the industry — and it wasn't *all* luck.

AROUND THE WORLD ... AND THEN SOME

Is there a better way of handling the prospect who claims your allowance is less than his car is worth?

You know the type. The fellow who starts selling you his car. Tells you he's never had it out in the rain—never drove it faster than 35 miles an hour—keeps it in perfect condition—that it's barely broken in, and so forth. He always reminds you, too, that he's had several offers of \$200 or \$300 more than yours. Then he intimates that you're literally trying to "steal" his car.

Old Timers will tell you that your selling often doesn't start until your prospect objects to your appraisal.

There are, of course, many ways of handling such situations. We visited with a Mid-Western Sales Manager who related handling a specific instance of this kind in a manner that impressed us most favorably. This Sales Manager is a master in his field, a man for whom we have the highest esteem. He knows people, how they react, what they think and how to handle them. And he is quite a diplomat. We liked his clever handling of this deal so much we think you might enjoy it as we did.

ALL OWNER'S CARS ARE LIKE NEW

The prospect was a Hudson owner. He had a '49 Super Six with 30,000 miles on it. Paint, upholstery, tires and engine in exceptional condition. He was interested in a new Hornet. Price of the Hornet \$3,200. Offer for the '49 Super Six \$1,350. Difference \$1,850. The advantages of the Hornet had been sold to the customer — H-145 power vs. 125 HP — Hydraulic automatic transmission — Hudson-Aire Hardtop Styling and so forth. The deal hinged

SUGGESTED TOPICS FOR MORNING MEETINGS

EVERY DAY REMIND YOUR MEN OF THE GREAT NUMBER OF COMPETITIVE OWNERS WHO HAVE SAID THEY WERE GOING TO SWITCH TO ANOTHER MAKE THE NEXT TIME THEY BOUGHT, AND STIMULATE THEM TO CONTACT MORE OF THESE OWNERS. FOLLOW THE ROUTINE OF MAILING OUT PERSONAL MESSAGES THEN FOLLOWING UP WITH PHONE CALLS INVITING THEM TO DRIVE YOUR CAR.

MON. REVIEW THIS ISSUE OF S.M. and try sketching a bottle of milk to show that the cream is worth more than the skimmed milk and why an owner should be willing to pay for the "cream miles" he has enjoyed.

TUES. MAKE A FEW "COLD APPROACHES" USING THE SELLING PORTFOLIO. Just open it to the page showing the slide (page 25) and ask "Want to see something interesting?" meanwhile operating the slide. Once you get even casual interest, you have your "foot in the door". Then get them to drive your demonstrator.

WED. NOT OVERLOOKING THOSE CONSTRUCTION JOBS, ARE YOU? Those electricians, carpenters, plumbers, painters and so forth? Big wage earners, these fellows. They buy cars. Why not stop every time you pass a construction job and talk to a few workers. Get them to try your car.

THURS. HOW LONG SINCE YOU'VE CALLED ON ALL THE NEIGHBORS OF YOUR NEWER OWNERS. They've seen that new Hudson parked at the curb, probably admired it and wondered about it. Your new owner has probably been raving about it and created interest among his neighbors. Next-door, across-the-street, and in-the-back-of-him neighbors.

FRI. USE THAT MONTANA HIGHWAY PATROL LETTER—and the Wilbur Shaw Story? Good mailing pieces to hot prospects. Just clip your card and write a short personal message on it. Then follow up with a phone call. Don't know how you could ask for any more impressive selling messages.

SAT. ANY PROSPECTS LINED UP TO TRY OUT YOUR CAR OVER THE WEEK END? A few minutes back of the wheel beats a lot of conversation.

on the allowance.

"Why I've only got 30,000 miles on my car. Never took a long trip in it. Only had it three years. Kept it in the finest running order. The

man who gets this car is going to get a car that's like new. It's certainly worth a lot more than \$1,350."

THE DIPLOMAT

This Sales Manager had been handling similar prospective buyers for many years. Appraisal objections didn't bother him. He expected them and took them in his stride. He knew a lot about selling cars. One of the things he'd learned over the years was that when you agreed with your prospect you disarmed him, lessened his resistance. Agreeing with a man makes him feel that you're not fighting him—not challenging his claims. It builds up his hope that perhaps you'll come around to his way of thinking, for after all, a sale consists of a meeting of minds. Both the seller and the buyer must come to an agreement. So this Sales Manager started agreeing: "You're right, Mr. Jones. You DO have a nice car. You've kept it in excellent condition, and I know you've enjoyed many, many happy miles with it. You've kept your car in such fine shape I know you've enjoyed every bit of the 3 years you've owned it. It has given you a lot of pleasure and satisfaction."

"You're dead right. My car is in fine condition. Runs like new."

"And you've only put 30,000 miles on it. Not like you'd taken a trip around the world. If a man had taken a trip around the world he'd expect to take a good depreciation."

"Sure. If I'd taken long trips I wouldn't expect as much. As I said, I've never really taken a long trip."

"A trip around the world is a long trip. It's 24,000 miles. That's a tremendous long way—longer than many people realize. Yet you've travelled 30,000 miles. You've literally made the trip around the world *and a quarter of the distance again*. And you've enjoyed this car for three full years. Probably 3 of the most enjoyable driving years you've ever known. Your car has probably paid for itself several times over in just the pleasure it has given you. But let's consider what it's worth.

LET'S BUY A BOTTLE OF MILK

The price of the Hornet is \$3,200. To get this on a simple basis, let's suppose instead of a car you were buying a bottle of milk that cost 32¢. We'll just move the decimal point over a few

places to make it look simple. (At this point he sketched a bottle of milk on his pad.)

Now if you bought this bottle of milk for 32¢ and started emptying the bottle, first you'd get about a cupful of heavy, rich, top cream. Then you'd get almost a cupful of heavy milk that was *part* cream. This much would represent about 40% of the contents of the bottle. The 60% that was left would be just plain milk—commonly called skimmed milk.

Now cream is worth much more than skimmed milk. If you bought this much cream (pointing to the upper part of the bottle) you'd expect to pay at least 18½¢ for it. And this cream is what you've been using.

THE NEXT FELLOW GETS THE SKIMMED MILK

The skimmed milk is what you're leaving for the next owner. You're the type of man who can afford, and who wants, cream. You want to enjoy the bright, shiny newness of a car—the glistening upholstery, the grip of new tires, the smooth purring of a new motor. And this is what you've enjoyed—the cream of the car. The most enjoyable part. The man who buys the skimmed milk will have all the tire trouble and the replacement of worn parts and worn brake linings and the service upkeep.

Now think about this, Mr. Jones. If a friend told you he was taking a trip around the world in his car and spending 3 years doing it, you'd expect him to take at least a 50% to 60% depreciation on it when he returned. Yet you've not only enjoyed the cream miles on your car, but you are now going to enjoy a more powerful car, a more beautiful and more richly appointed car, with automatic transmission, and many new features.

MORE, AND RICHER CREAM

In other words, Mr. Jones, you're not swapping an old Super Six for a new Super Six. You're getting several hundred dollars more in greater value and in increased pleasure and enjoyment. All you're doing is paying for the cream you have enjoyed. And you're starting all over with a new and larger bottle of richer cream—yours to enjoy for another several years. Start enjoying this new car now—let's select the color of your new Hornet."

What do you think this owner did?

You're right.

CHARLIE GETS A BICYCLE

A few years ago we had occasion to visit the little country town we grew up in. One of the "old-timers" we ran across was the village half-wit, who had managed to make a living by doing odd jobs. "Well, how are you, Charlie, how are you getting along?" we asked. "I'm doin' okay" replied Charlie, "I just got a new bicycle." Having a new bicycle was *something* in Charlie's life — it was the symbol of progress. Reminded us of some of our competitors, who struggle along for years without some of the features we've enjoyed so long they've gotten commonplace to us. Then all of a sudden some competitor gets one of these features . . . and what excitement! Like recently when a certain manufacturer adopted Center Point Steering and featured this "great new driving improvement" in their national ads. And another manufacturer who adopted the equivalent of Teleflash Signals made a great fuss about them.

Now comes a manufacturer, who without any basic changes in body design, offers a new engine with greater horsepower. He doesn't lower the center of gravity, doesn't reduce wind resistance, doesn't offer any more protection and safety — he just adds power, and what a Big Noise he makes over it! Reminds us of Charlie, who got a new bicycle.

SUGGESTED TOPICS FOR MORNING MEETINGS

EVERY DAY THIS IS MAY. MIND IF WE REMIND YOU? THIS IS THE WARM WEATHER YOU DREAMED ABOUT ALL WINTER LONG. THESE ARE THE DAYS YOU WERE WAITING FOR. TODAY. DAYS WHEN PEOPLE STIR AROUND AND WISH FOR THE OPEN ROAD, AND GET THE YEN FOR NEW CARS. THE DAYS WHEN WE OUGHT TO HAVE 5-A-DAY BEING THRILLED WITH A HUDSON DRIVE. EVERY DAY. 5 PEOPLE. PAYS OFF.

MON. TAKE A HALF-HOUR TO REVIEW THIS ISSUE OF S.M. and get this story of Fire Dome Power thoroughly understood. Here's just an old body with a more powerful engine. And does this engine of only 276 cu. in. displacement *really* produce 160 H.P.? Funny they've never been able to win a Stock Car Race with it, isn't it?

TUES. HAVE A HEART-TO-HEART TALK WITH EACH MAN, pointing out how many cards he's sending out each day, how many telephone follow-up solicitations, how many demonstrations and how he is handling his appraisals. Where does he need help? Set up a 10 day program to develop strength in each man.

WED. GO OVER THOSE APPRAISALS AND LIVE PROSPECTS OF THE PAST 30 DAYS and attack them anew on the basis of trying Twin H-Power. This is as new as a new Hornet. Makes a sensational impression. Will revive many of those prospects who "decided to wait".

THURS. BEEN CALLING ON THOSE WORKERS IN BUILDING TRADES — contractors, electricians, plasterers, brick layers, carpenters, painters and so forth? These fellows make some pretty husky wages — they buy cars. Every time you pass a building job, stop and get acquainted. Like money in the bank.

FRI. THESE ARE "CONVERTIBLE" DAYS . . . when the desire to get "breeze in the face" overcomes many buyers. Make a list of "key" people — get them excited over the idea of a new convertible.

SAT. GOOD DAY TO PHONE A FEW BIRD DOGS AND OWNERS—and get your live prospects in where you can concentrate on getting orders signed.

THE FIRE DOME DESOTO 8

"The miracle of Fire Dome is its hemispherical (dome shaped) combustion chambers . . . there you have the secret of the astounding power and efficiency of this engine." Thus the DeSoto catalog describes their new V-eight engine for 1952. This "Fire Dome Power" is their main pitch for fame.

DeSoto for 1952 is a nice car. It has been improved in appearance and in appointments. It is attracting considerable public attention. However, a fair comparison convinces us that we have much more to offer. Let's make a comparison of the DeSoto Fire Dome-8 Sedan with the Hornet.

Let's start by first discounting their claims of superior power and performance. We would challenge their claim of "America's Most Powerful Engine Design" because the Fire Dome 8 at 160 H.P. doesn't provide any more power than the Hornet H-145 with Twin H-Power. Comparable tests have satisfied us that the Hornet is *by far* a better performer through the entire driving range. It starts away faster, has faster range power and smoother top performance. You can easily prove this for yourself.

NO AUTOMATIC TRANSMISSION

Now about the price:

Detroit Retail Delivered Price of the DeSoto Fire Dome 8, 4-door sedan with their Semi-automatic Fluid-Torque Drive with tiptoe shift (they do not have a fully automatic transmission to offer), Directional Signals, Rear Center Arm Rest, Radio and Heater, is \$3,246.17. Price of the Hornet with Dual-Range Hydra-Matic Automatic Transmission, Twin H-Power and other comparable equipment is \$3,306.72. While there's little price advantage either way, you must remember that DeSoto at this price only gives you SEMI-automatic transmission. (You've got to use a clutch pedal to put car in a forward, reverse or neutral gear, and you must also manipulate your accelerator pedal to change gears while in forward motion — the car doesn't do it for you.) And they ask \$298.48 for this SEMI-automatic transmission against the cost of \$174.86 for the Dual-range fully automatic Hydra-Matic transmission. Quite a difference in performance and value right at the start, isn't there?

Now, let's compare the bodies and see where the customer secures the most roominess, comfort and riding qualities.

WE OFFER MORE ROOMINESS

Overall length is about the same (comparing 4-door sedans). The outside width of the Hornet is 2½ inches greater. Overall height of Hornet is nearly 4 inches lower. Wheelbase is comparable. DeSoto front wheel tread is approximately 3 inches narrower in front than in rear, while the Hornet's front wheel tread is 3 inches wider in front, adding to the traction and "cornering" ability. Hornet has nearly 4 inches more shoulder room in front and nearly 2 inches more in the rear. Nearly 3 inches more hip room in front and over 6 inches more in rear. DeSoto has slightly more head room front and rear. Road clearance is about the same.

SHORT ON CONVENIENCES

You'll notice a "blind spot" in the rear of the body from the driver's seat. You'll also notice that they do not

provide a rear center arm rest. This costs extra — \$31.88 with tax — and must be ordered from the factory as a special. You'd never believe a modern car would fail to provide a rear center arm rest just to save \$31.88, would you? Hardly looks like consideration of passenger convenience, does it? Nor does it seem that they had passenger convenience in mind when they omitted the utility, or envelope type, pockets on the back of the front seat. Nor when they painted their Instrument Panel top from which we noticed quite a light reflection. DeSoto uses nylon upholstery but they do not offer Dura-Fab trim. Of course, you wouldn't expect them to have Recessed Doors, Teleflash Signals, Jack Pads on all 4 corners, Radio Speaker in out-of-the-way location, or convenient ash trays in all recessed doors. These are additional passenger conveniences Hudson offers.

TIME TO PRAY

When asked what a DeSoto driver would do in case of hydraulic brake failure, the DeSoto salesman had no answer. Evidently in such an instance the DeSoto driver was supposed to start praying. When we remarked that their seats seemed away up in the air, the salesman countered with "That's so you can get a better view of the road."

When we remarked that the entire car seemed terribly high and to have a lot of wind resistance the salesman said they built their cars high in order to provide room for passengers. We mercifully failed to call his attention to the fact that with all their body bulkiness they failed to provide as much passenger roominess as the Step-Down Hornet did, and they certainly sacrificed road-hugging driving stability with their box-like design.

Of course, the DeSoto body design does not give the low center of gravity, the curve-taking sureness, the road-clinging qualities of the Hornet. It does not provide passengers with the protection of surrounding box section steel-girders, nor does DeSoto provide a reserve mechanical braking system for emergencies.

COMPLICATED ENGINE DESIGN

Their Fire Dome V-8 engine is the typical design of this type of engine—twice as many functioning parts in certain units, more cylinder heads, more gaskets, more bolts, crowded head, and so forth. Many additional mechanical complications were required to get their power. More parts to wear, more parts to require servicing, more adjustments to make. And with all these additional parts no more power and with less performance than the owner gets in a simplified H-145 Hornet engine.

DeSoto will supply Power Steering at an extra cost of \$198.90.

EASY PICKINGS

To outsell DeSoto it seemed to us you only needed a few of our major advantages — Hydra-Matic fully automatic transmission, Step-Down design with Lowest Center of Gravity, Monobilt strength and Hudson's Exclusive safety features.

In our opinion DeSoto can't compare in beauty, performance, roominess, comfort, driving ease, durability, safety — in fact, it *just can't compare*. Let's go out and get some of this easy business.

WHAT MAKES PEOPLE DO THINGS

Anyone who deals with people should know what makes them do things. We sell people by talking to them, so we should know what we can say that will cause them to act, and act favorably, and act now. It's fairly safe to say that every sale starts with a conversation. The way that conversation starts often decides whether the sale is made.

What interests people? What arouses them to action?

We know that people, basically:

1. Are interested in themselves.
2. They want to be benefited.
3. They want protection.

Let's add these up: People are interested in things that benefit THEM but want to be sure there's no catch in it. If it sounds too good, they're inclined to be suspicious. Some people are suspicious of a stranger or a new idea even though they think it may be good; people often hesitate to adopt a new idea or improvement. For example, the radio was a good thing but it took years for the public to decide that radios in cars were good things. Even admitting the pleasure a radio would give them they considered the hazards of distraction while driving. There was that ever-present element of wanting protection.

PEOPLE ARE INTERESTED IN NEW THINGS

Now, people are interested in NEW things and UNUSUAL things. Meet a friend and his usual inquiry is "What's NEW?" The commonplace doesn't attract, the unusual does. Walk down the street by the same old buildings and you hardly see them. Let a merchant put in an unusual window, an unusual sign, or put up an attractive front, and you notice it. Let an accident occur, a parade go by, a helicopter land, or something unusual happen, and you get a crowd.

Now, let's add all this together:

People are attracted to NEW and UNUSUAL THINGS.

They will WANT them if they feel that they will be benefited.

BUT they want to be SURE they can buy them safely.

SUGGESTED TOPICS FOR MORNING MEETINGS

EVERY DAY HOLD A SESSION ON "HOW TO MAKE A GOOD APPROACH". HAVE EACH MAN WRITE OUT ONE AND ASK THE OTHERS TO CRITICIZE IT. TRY OUT EACH ONE IN PRACTICE AND STUDY THE "SAGGING INTEREST" POINT IN THE CONVERSATION, THAT POINT WHERE THE PROSPECTS START SAYING "NO". TOO MANY SALESMEN THINK LACK OF INTEREST IS THE PROSPECT'S FAULT, WHEREAS IT IS THEIR FAULTY METHOD. LET'S DEVOTE THIS ENTIRE WEEK TO THE DEVELOPMENT OF AN APPROACH THAT GETS ACTION. NOTHING IS MORE IMPORTANT THAN DEVELOPING A DESIRE TO TRY A HUDSON AND TO GET PEOPLE BACK OF THE WHEEL . . . AND ALL OF THIS STARTS WITH THE APPROACH. THE FIRST 20 WORDS ARE OFTEN THE MOST IMPORTANT WORDS OF THE ENTIRE SALE.

MON. REVIEW THIS ISSUE OF S.M. and ask each man to develop a good approach. One that will secure favorable action from a stranger. It takes time to develop a good approach — but once developed and adopted it should be changed only to fit immediate needs.

TUES. ANYONE SPENDING TIME IN THE SERVICE DEPARTMENT talking to owners who come in for service? Have you lined up the various service men to help dig up prospects? Why not offer to drive these service customers back to their office in your new car and get them to drive it? When a man's car is running badly he's often in the mood to trade.

WED. THERE'S AN OLD ADAGE IN SELLING that "every sale should produce another". This means that every owner should help you sell another car. Are you calling owners every day, offering your help in keeping them satisfied? Assign 10 owners for each man to phone every day.

THURS. SCHOOL TEACHERS WILL SOON START VACATIONS, will need new cars. Get a list from your School Board — find which teachers are Hudson owners and get their cooperation. Good source of summer sales.

FRI. PARK YOUR DEMONSTRATOR in front of mills, plants, factories and places where a number of people are employed. Find out when shifts change, lunch hour and quitting time. Get workers to drive your demonstrators. Workers average good wages these days — they buy cars, and know people who do.

SAT. LOTS OF PEOPLE SHOPPING ON SATURDAY. You'll find them waiting for street cars and busses. Why not offer them a lift? You'll find owners parked in chain store parking lots. Why not walk up and start a conversation? You can talk to a lot of owners in a day — some of whom are bound to be thinking about a better car.

A SALE STARTS WITH CONVERSATION

Consider that a sale starts with conversation, and you have the first step. We call this "the approach". That's the procedure of securing interest. Suppose we start with an imaginary buyer. Suppose we decide to telephone him. What do we find? People don't just sit around and wait for strangers to sell them. Their minds are crowded with their own interests. Perhaps this man has just come home, washed up, lighted his pipe, and sat down to absorb the evening paper. One of the youngsters is crying, his wife is busy preparing dinner, and he knows that a little later he has to empty the ashes, put out the garbage, water the lawn, and after dinner the neighbors are coming in for a little game. His mind is full of the events of the day, his work, his bills, his needs. Just as he gets relaxed for a few moments of enjoying his paper, the phone rings, and it's you, trying to get him interested in a new car.

YOU'D BETTER HAVE A GOOD STORY

Your voice had better be *pleasing* and you'd better start fast telling him how you can do him some good. So, don't start talking about yourself, talk about **HIM**. You're a stranger and it's natural for him to think about protecting himself, so get his confidence. He has many things on his mind, so you must crowd them out and get him thinking about your offer. His first thought is, "What will I get out of this?" So, impress him right away with the fact that you can help him. Make him want to hear more of your story because it will do *him* some good.

THE BASIS OF THE APPROACH

Here's the basis of your approach:

Talk **YOU**

Talk **NEW**

Talk **BENEFITS**

Talk **ASSURANCE**

What to say? No one can put words in your mouth. You must be yourself, use your own words, assert your own individuality. If you're new at selling, your first approach will probably be a little short of atrocious. It will probably kill ten times as many prospects as it will develop. Few people know how to use the phone — few have the "voice with the smile". So, if you want a suggestion, try writing out an approach then study it. Change and improve it. Then try it on a few strangers. Find out what parts seem to attract, and where your listener's interest begins to sag. Find out when he starts saying "no". Strengthen that part. Don't try to *sell* your car over the phone . . . just develop enough interest to secure an appointment. Don't tell your whole story — just concentrate on securing *interest* — get him to say "I'll look".

THE "CHALLENGE" TYPE

One of the uniformly successful age-tested methods is the "challenge" type: "Mr. Jones, I understand that you're thinking about buying a new car and I'm in a position not only to save you some money, but to give you something new you can't get on any other car." A challenge that gets action. An offer to help. Directed to **YOU**. Something **NEW**. Benefits for **YOU**. A conversation starter. "Have you ever driven Twin H-Power?" You have many benefits to offer: The Fabulous Hornet, the Spectacular Wasp — benefits in greater protection — benefits in more satisfaction — benefits in more durability — benefits in better performance, and so forth.

PEOPLE ARE CURIOUS

There's another trait common in most people, that of **CURIOSITY**. People like to find out things. They like to know more than their neighbor so they can be the first to tell about it. People like to feel superior, which is one reason why they join clubs, buy fine homes, take trips, attend lectures and so forth. This is one of the reasons why people will listen to a story about new and unusual things. Try this on yourself. If someone were to say to you, "I know something you don't know" you'd be interested at once. Let someone say, "A most unusual thing happened today" and they have your interest.

All of these can be tied into your approach, as well as such other human traits as the love of flattery. People like indirect, subtle flattery. Tell a man he's driving a good car, and he feels flattered. You might make an owner feel that it's none of your business if you ask him what car he's driving, but if you ask him if he's still enjoying his Whosis Six and tell him it's a good car, he may feel kindly because you suggested that he had the sense to drive a good car. People want to be pleased. They want to feel important. And they always want to be reassured. They want to feel that they can act with propriety, with confidence and with safety.

GET FAVORABLE ACTION

The purpose of your first few words—or your "approach"—is to make your listener like you, make him pleased with your offer of help, make him confident that you can help him and that he can safely deal with you, and make him curious to know what you have to offer that can make life better for him, and to *secure favorable action*. Everything you say from then on is for the same purpose — to secure favorable action.

Get started right and your sale is more secure. *All your conversation is lost unless you get favorable action.* The man who sells can never know too much about people and what makes them act.

THE OLYMPIC SPIRIT

Baron Pierre DeCoubertin, founder of International Olympia Committee, is credited with "The important thing in the Olympic games is not winning, but taking part. The essential thing in life is not conquering, but fighting well".

Probably no single institution in the world has done more to foster the true spirit of sportsmanship, develop the honor of the country and the glory of sports than the Olympic games. The basis of sports is rivalry, the urge to do one's best. The world always admires a man who does his best.

We admired the spirit shown by our dealer, Ervin E. Bailey at Wyandotte, Michigan, who on April 30th was invited to show his car at 12:30 along with 3 competitive dealers. These dealers, handling the highest priced cars in their field, were there ahead of Mr. Bailey and one had already demonstrated. When Bailey drove up this competitive dealer took special occasion to say some most uncomplimentary things about Hudson. The second competitor was ready to give his demonstration to the prospect and his wife, when the prospect was called away. Mr. Bailey took this opportunity to give the prospect's wife a demonstration. When the prospect returned, he claimed lack of time and said he'd try out the last competitive car, but would not have time to drive the Hudson. His wife, who had ridden in a Hornet was insistent that her husband drive the Hornet, so reluctantly he agreed, though he said his mind was already made up in favor of one of the competitive makes.

When he returned from driving the Hornet he said to his wife and the other dealers, "This Hornet drives and handles better than any of the four cars here — and we'll take the Hudson". By that time it was nearly dark. Erv. Bailey had waited nearly 6 hours to get a chance to prove that he had the better car. In spite of the knocks competitors gave the Hornet, and the expressed decision in favor of another car, he didn't give up. He knew that if this prospect could be urged to DRIVE a Hudson he would BUY a Hudson. His good sportsmanship and that Olympic spirit of "fighting well" got the order. Orchids to Mr. Bailey.

SUGGESTED TOPICS FOR MORNING MEETINGS

EVERY DAY GET THAT OLYMPIC FIGHTING SPIRIT INTO YOUR MEN. "THE ESSENTIAL THING IN LIFE IS NOT CONQUERING, BUT FIGHTING WELL". YOU CAN'T GET EVERY ORDER — BUT BY TRYING HARD, YOU'LL GET MORE. IT'S DOING YOUR BEST THAT COUNTS — BEING DETERMINED TO MAKE EVERY DAY A GOOD ONE — GOING AFTER COMPETITIVE OWNERS WITH CONFIDENCE, KNOWING FULL WELL THAT YOU HAVE MORE TO OFFER THAN ANY AUTOMOBILE SALESMAN IN THE FIELD. GET 5 PEOPLE EVERY DAY TO DRIVE YOUR CAR AND YOU'LL BE SUCCESSFUL.

MON. IN YOUR SESSION THIS MONDAY MORNING why not review the "little" Selling Ideas in this issue of S.M.? Some of them maybe have been forgotten. Apply that old formula "When we swap ideas we both are richer."

TUES. EVERY SUCCESSFUL THEATRICAL PERFORMANCE requires continuous rehearsals. Even though actors have spoken their lines hundreds of times, the producer takes no chances on letting them grow stale. So, several times each week every player must rehearse — go through his lines again. Good idea to go through that Standard Demonstration again — to be sure you haven't "gone stale".

WED. HERE'S A SUGGESTION FOR A SHORT SESSION: Imagine a tough objection to an appraisal and practice handling it.

THURS. MAKE THIS "TALK - TO - STRANGERS DAY". Walk up to 10 strangers and ask them "Have you ever driven a Hornet?" and try to get them to drive your car. Bound to find someone who's interested or who knows someone who is.

FRI. THESE "ROUTE SALESMEN" — men who drive bakery, meat, milk, laundry, beer and such trucks on regular routes often make very large incomes — sometimes upwards of \$125 to \$150 a week. You see them everywhere — good prospects. They buy good cars.

SAT. CLEAN UP DAY. Get those pending deals signed up.

little IDEAS

Never go out to SEE a man — go out to SELL him.

* * * *

Postponements on the part of your prospect are often excuses to buy from your competitor.

* * * *

Many a sale has been made by staying 10 minutes longer.

* * * *

When you're in a selling slump get in the *habit* of selling by selling *something* every day — even if it's only a spark plug, grease job or a tank of gas.

* * * *

If you want to get in the habit of starting your selling work earlier, make an appointment for 9:00 a.m. every day. Arrange to call on an owner, a Bird Dog, a service man in the shop, anybody who will talk automobiles, but get started every morning with some kind of an appointment.

* * * *

One of the surest ways of "getting your prospect's guard down" is to talk in a low, well modulated tone of voice.

* * * *

When you have to call back on a prospect be sure to leave the door unlocked. Have a good reason for going back, and have something NEW to talk about. A favorite method is to leave your Selling Portfolio for the prospect to look through — which gives you a good excuse for going back.

* * * *

Our competitors help us create a demand for cars. They offer us greater selling opportunities. While we've never been able to build our cars good enough to suit our competitors, nor have they ever been able to satisfy us, all we have to do to switch their owners to our car is to do a better selling job.

* * * *

When you get restless remember it took Lincoln 40 years to write his Gettysburg Address.

* * * *

SHOWING AND PROVING is a thousand times more effective than *telling*.

* * * *

All the selling advantages in the world won't do you any good unless you tell people about them.

* * * *

The easiest, quickest, simplest way ever devised for talking to a number of people individually in a short time is twisting a little dial.

It's said to be ten times as hard for an adult to absorb a new idea as it is for a child. Be patient with your prospect. Give him time.

* * * *

Better to ask questions than to make positive assertions — your prospect might not agree with you.

* * * *

To avoid wasting time when you cross all the way over town to call on a prospect, call on several people in his neighborhood and dig up some extra prospects to pay for the time you've spent.

* * * *

One of the most discouraging incidents of selling is to have your prospect say, after you've spent an hour or so with him, that he wants to talk it over with someone else. You should have expected this. Didn't you ask him whether anyone else in his family would enjoy going for a ride?

* * * *

Experience is valuable if you take advantage of it. Make your lost deals pay you a profit. Take 'em to pieces — perform an autopsy — to see where you fell down.

* * * *

Confidence on your part invariably generates confidence on the part of your customer. Talk to him as though you expected him to buy as soon as you have satisfied him on certain details. Then be sure you ask for and **GET THE ORDER.**

* * * *

The time to *start* selling is when you utter your first word. The time to **DO** your selling is when you utter any additional words. **SELL AS YOU GO.**

* * * *

To find out what owners of older cars are putting up with, and what they're missing by not having a new car, go out in the Used Car Lot and drive some late model cars. This equips you to tell owners of similar cars what you can do to make life happier for them.

* * * *

Everytime you mention an advantage, apply it to your prospect's uses and get him to agree that he likes it, would enjoy it, should have it and wants it.

* * * *

The close is the natural result of the selling you've done. The certainty of the close may be measured by the quality of your selling work.

* * * *

This is the day of salesmanship.

JUST CHECKING UP

A good story is told down south about a colored boy who came into a drug store and asked permission to use the phone. The druggist said okay, so the boy made the following call: "Hello, is this the barber shop?" "It is, eh?" "Well, does you-all need a boy?" "Oh, you all is pleased wid de boy you got, eh? Well thanks."

As the boy started away at the conclusion of the conversation the druggist remarked:

"Well, you didn't get the job, did you?"

"No sah — I wasn't after no job. I'se got a job. I'se de boy dat works in dat barber shop. I was just checking up on myself."

MAKING AN EXTRA TEN GRAND

"Well Sir", remarked a dealer to us a few days ago*, "I would rather have a thick, juicy sirloin than a hamburger and I'd much rather have a tall Ambassador 25-year-old Scotch and Soda than a glass of beer. I'd rather drive a Hornet than a Pacemaker. In fact, I used to think a Hornet was the only car to drive until the Wasp came along, and now I've learned to like it very much. However, my sights have been pretty high for a long time. I was sort of checking up on myself the other day, and I found that I'd been feeling this way too long. I'd forgotten that a hundred times more people buy hamburgers and beer and drive cars in the Pacemaker class. I said to myself 'if you ran a restaurant or tavern you'd be silly not to play up your hamburgers and beer because that's your *big* market, so why don't you use the same common sense and play up the biggest market you've got with the Pacemaker?'

WHAT ARE WE WAITING FOR?

"That made sense to me, so I started checking up on myself still further. I remembered back a few months when I thought car prices were too high and I started a siege of 'waiting' for conditions

SUGGESTED TOPICS FOR MORNING MEETINGS

EVERY DAY KEEP UP THE 5-A-DAY PLAN. IT'S GETTING MORE PEOPLE TO DRIVE A HUDSON THAT GETS ORDERS.

ASK EVERY MAN, EVERY MORNING:

1. WHAT CALLS DID YOU MAKE YESTERDAY?
2. WHAT NEW PROSPECTS DID YOU SECURE?
3. HOW MANY PEOPLE DID YOU GET TO DRIVE YOUR DEMONSTRATOR?
4. HOW MANY ORDERS DID YOU SECURE?

GET THE DEMONSTRATIONS AND YOU'LL GET THE ORDERS.

MON. HAVE EACH MAN CONTACT 10 OWNERS of competitive low-priced cars and tell them they now can buy a high grade QUALITY Hudson on low monthly terms and get them to DRIVE a Pacemaker.

TUES. HAVE SALESMEN WRITE A SHORT MESSAGE on the back of their business cards telling of the low monthly payment plan and place these on parked cars.

WED. REVIEW THOSE PROSPECTS OF THE PAST 60 DAYS who might now be sold on lower monthly payments, and go after them.

THURS. TAKE EVERY ONE IN YOUR ENTIRE ORGANIZATION who comes in contact with the public on a tour of your used car lot. Have them look over every used car — point out the merits and value of each car — why it would make a good buy for someone — and then show the low terms upon which each car may be bought. Get everyone trying to move these cars. Get your stock down to the lowest figure you can, so you can start trading in new ones.

FRI. LINE UP SELECTED PROSPECTS to drive your car over the week-end. Most of them will come back and ask "How much a month to buy this car?"

SAT. CLEAN UP DAY. Concentrate on your hot prospects. This is Order Getting Day.

to improve. Then I recalled when I thought Regulation W had me strangled with monthly terms that were too high and again I started 'waiting' for things to change. I remembered back during those cold, dreary, winter days when the snow was two feet deep, the roads were covered with ice and I was 'waiting' for warm

*This story has been "smoothed up" a bit, but it is in essence the thinking of a Hudson dealer who recognized a new opportunity offered by the removal of Regulation W.

days to come. I found that I'd gotten into the *habit* of waiting, because NOW here I was 'waiting' for that marvellous new small car that was to bring in hordes of buyers.

"Now I have no doubt that this new small car will be all I've dreamed of, and it WILL enable me to double or triple my sales volume, but, I asked myself, why wait?

MORE VALUE — COMPARABLE TERMS

"Here I've got a Pacemaker that I can sell for as low as \$46. a month (in my locality). A longer car, wider car, roomier car, safer car and with more horsepower than any of the other low priced cars. So I've got more to offer RIGHT NOW, on monthly terms so low that three fourths of the buyers of cars in even the lowest priced field can pay them. All those obstacles I've been waiting to overcome are now back of me. My prices are okay, my terms are okay, the weather is warm, spring buying has perked up . . . and I've got the greatest value on the market . . . so why wait any longer?

"I reminded myself that the typical buyer is often more concerned with whether he can make the monthly payments than the price of the car or how much allowance he gets. People who get paid weekly often think in terms of so much a week, and I've got a bigger car, roomier car, safer car, more powerful car and a car with many exclusive advantages. A brand new, late model, QUALITY car for as low as \$12. a week (in my locality).

"Anybody who can afford to buy a new car, I figure, should be able to pay at least \$12. a week, so I've got the entire lowest price field to work in, and I have a tremendous competitive advantage because no other car in this class can begin to offer as many features or advantages.

HOW ARE BUYERS TO KNOW?

"Now, I reasoned, you can have the greatest value in the world but if buyers don't know this, you won't get their business. To make sales you've got to tell buyers how much more you can give them, and you've got to interest them in driving a Hudson.

"A window trim will attract a certain number of people, but you've got to get your message to *more* people, and that takes a salesman.

"A salesman who can sell 40 to 50 extra cars for me can make me from \$7,500. to \$10,000. extra profit a year.

IT TAKES SELLING WORK

"How can I get this salesman to do this kind of work? Well good men are not common. So, I'll

hire the best man I can get, and tell him where to go and what to do. Know where I'm going to send him? I'm getting an up-to-date list of owners of competitive cars 2 to 4 years old in the *lowest price field*, and I'm going to have him *concentrate* on these owners, and his big job is going to be to get them to drive a Pacemaker.

CONCENTRATED SELLING

"I'm going to insist that he feature the news that 'Now you can buy a high grade QUALITY car on the same monthly terms you'd previously pay for the cheapest cars'. I'm going to have this salesman place Door-handle Cards on every desirable parked car he sees — as many as 50 to 100 a day. These cards will say 'If this car is as good as it seems to be we will make you an offer that will permit you to buy a new 1952 Hudson — a high grade QUALITY car — for as low as \$46. a month'. This salesman is going to send out hundreds of postcards and make hundreds of phone calls. We're going to let thousands of owners of lower priced cars know that we've got a better car at terms they can afford. My other salesmen will continue to go after Pacemaker, Wasp, Commodore and Hornet sales. This salesman will concentrate on the lowest-priced market with the Pacemaker. And his big job is to get these owners of low-priced cars to **DRIVE THE PACEMAKER**.

"Yes, Sir, I'm through *waiting*.

"Today is the day I've been waiting for.

"*I'm going to make it worth all I can to me.*

"I expect to add an extra ten grand to my profits this year."

This sounded like very substantial thinking to us, and we pass it along in the hope that it may encourage YOU to add an extra "ten grand" to your profits this year!

SPECIMEN DOOR-HANDLE CARD

Attached you'll find a specimen Door-handle Card featuring low monthly payments. As one of your selling activities why not have some of these, with your imprint, made up locally, and see that hundreds are placed on the right type of parked cars in your neighborhood? (Obviously, it would be silly to suggest to the owner of a Cadillac, Lincoln, late model Olds or Buick that he could buy a new car of the kind he'd be apt to drive for as low as \$46. — or whatever your lowest monthly payment may be—a month. Nor should they be placed on cars so old as not to command sufficient trade-in value. See that judgment is used in placing these cards and that they're placed on those cars you can actually offer such terms on.)

THE "NUTS-AND-BOLTS" TYPE OF BUYER

This is the story of an actual sale made to the "technical" type of buyer as told to us second-hand. The customer was an engineer and so technically-minded he seemed to want to gloat over his knowledge. He had driven a certain make of competitive car for many years and considered it by far the best car made. He frankly stated that he believed no other car could be as good. His attitude was that he was merely looking at a Hudson as a matter of curiosity as he wondered how such a car as the Hornet could achieve so many victories in stock car races. He implied that there must be a trick about it or some "gadget" that had been added. He was decidedly credulous and was apparently out to make the salesman who talked to him look very silly. He openly posed a challenge, and as luck would have it, get hold of a new salesman. The prospect's first question concerned the bore and stroke and cubic inches of displacement in the Hornet engine. He asked several more technical questions which the salesman was able to answer by looking in his Selling Portfolio, but realizing the type of buyer he had on his hands the salesman did a very smart thing. He got his prospect into his car and had him drive to the salesroom, where he introduced his dealer, mentioning in his introduction that Mr. Blank was an engineer and had asked several questions which being new, he was not equipped to answer.

The dealer acknowledged the introduction with "I'm not an engineer, Mr. Blank, and probably couldn't stand here and

SUGGESTED TOPICS FOR MORNING MEETINGS

EVERY DAY

REMINDE YOUR MEN THAT SALES ARE UP SHARPLY, THAT MORE BUYERS ARE COMING INTO THE MARKET, THAT WARM WEATHER IS AN ADDED BUYING STIMULUS AND NOW IS THE TIME TO TELL MORE OWNERS THAT THEY CAN NOW BUY A QUALITY HUDSON ON LOWER MONTHLY PAYMENTS.

MON.

REVIEW THIS ISSUE OF S.M. AND IMPRESS ON YOUR MEN THIS POINT: Many vital qualities of a Hudson cannot be revealed by merely reading printed specifications. It takes a RIDE and a DRIVING experience. So, when a prospect brings up a question of details give him the answer by getting him back of the wheel.

TUES.

HAVE EACH MAN PLACE HIS BUSINESS CARD, with a message calling attention to the new lower monthly terms on it, under the wiper of suitable parked cars today and don't settle for less than 10.

WED.

ANALYSIS OF A GOOD HUDSON DEALER'S OPERATION showed that in May his 6 salesmen averaged 4 phone calls to competitive owners each day—that they secured 1 prospect out of each 5 calls and sold one out of each four prospects. Phone contacts pay off...make more.

THURS.

FOLLOWING UP NEW OWNERS? Call on the owner of every new car delivered within the past 60 days, as well as the neighbors across the street and on both sides of him. Develop them into friends who will help you sell others.

FRI.

CALLED ON THOSE CONSTRUCTION WORKERS RECENTLY? Workers on houses, warehouses, buildings, bridges, roads—electricians, brick layers, carpenters, painters, etc.—these men make high wages and buy new cars. Make it a habit to stop every time you see construction work going on and talk to some of the men.

SAT.

CLEAN UP DAY. Get those prospects in and get their order.

answer your technical questions. Even if I found the answers in our printed specifications I probably couldn't satisfy you as to why we build our cars according to these specifications. I learned to get away from printed specifications several years ago when I bought a boat. The specifications looked good. When the boat arrived it was beautiful; mahogany, brass, white paint, and every accessory I could imagine. But one day I got caught out in a storm and I found that somewhere in the specifications, the engineers and designers hadn't built that boat to withstand a storm, and I almost lost my boat and my life.

"I had another experience that I think will interest you. My wife and I had planned for a long time on a vacation and we wanted to go to the nicest place we could find. We sent for Travel Folders and Hotel Brochures and spent hours poring over them. We finally selected a place which the folder specifications described as a literal haven, and in due time we arrived. True the building had *once* been grand, the grounds had once been elaborately landscaped, but it was far from the place we had dreamed up from the specifications and we were so disappointed we only stayed a day or two.

"Now Mr. Blank, I don't know too much about printed mechanical specifications. But I *do* know what makes a car hold the road better, what keeps it quiet, what makes it easy to handle, what makes it comfortable and pleasing, why you don't have to fight the wheel, what gives you smooth, effortless power, and what makes it long lasting. I know what makes one car safer than another.

"And this Hornet has more of these qualities than any car built.

"I don't know whether printed specifications would give them all or not. But you're NOT BUYING SPECIFICATIONS—you're buying comfort and protection and satisfaction. You've only driven the Hornet for about 5 minutes—not long enough to fully realize how superior it is to the car you've been driving, so I want you to take this car home with you. Keep it as long as you like. Leave your car here. Drive this Hornet through traffic, over rough roads, up

steep grades, try it out for top speed, take curves at a good clip and notice how easily and surely it does all these things. Then, and only then, will you find out that the Hornet is a *different kind of car*—with a greater feeling of security than you've ever known . . . and this is something you can't get from a list of printed specifications.

"When you bring this car back, if you *like* it, I'll make you a deal you can't match—if you *don't* like it, I won't even try to sell it to you. Is that fair?"

The engineer agreed that this was indeed a fair offer, so accepted the car. When he returned with it late the next day, the dealer met him. The engineer greeted him with "Well, Sir, you've got a nice car. Best riding car I've ever driven. I'll have to admit that it's superior to the car I've been driving.

"I'm going to give you an order, but there's one thing I want to tell you. You've taught me a great lesson in selecting a car. If you had met my challenge and started arguing about mechanical construction I could probably have literally tied you in a knot, and we'd have wasted a lot of time arguing about petty mechanical details that would have obscured the big and important things about your car. I realize now that there can be many desirable hidden qualities that a mere list of printed specifications won't reveal, and if I'd relied on a comparison of mechanical details I'd have missed the remarkable performance that only a Hornet or another Hudson has to offer. So, Sir, I not only owe you my gratitude, but from now on I'm going to be the greatest Hudson enthusiast you ever saw."

MORAL

You can waste so much precious selling time arguing about *petty details* that your prospect can **FORGET** what a superior car the Hudson is in every important qualification.

WHAT HUDSON'S STOCK CAR VICTORIES MEAN TO THE TYPICAL BUYER

"Well, I'll have to admit your Hornet is a beautiful car and a lovely car to handle. I like it. But I don't know much about Hudsons. I never owned one and can't think of any close friends I have who drive them. So, before I decide, I want to find out more about your car."

The buyer was a middle-aged woman who was successful in business, and was buying a new car in anticipation of an extensive vacation trip. She had been given a demonstration, had driven the Hornet, and seemed satisfied that the car had many advantages. The only thing in her mind, apparently, was the fact that she wanted time to investigate Hudson before she placed her order. The salesman was diplomatic and resourceful. He knew he could lend her a car to drive for a day or two and probably get her order, but he wanted the order right now, and he decided to go after it. This is the story, with a few changes, as we heard it:

"I understand how you feel" replied the salesman, "I might feel the same way myself under similar circumstances. I'd want the car I bought to come up to my requirements and I'd want to feel sure that I was buying the right car. Therefore, I want you to be thoroughly satisfied before you buy this car. I believe you said you liked the way the Hornet performed and liked the extra safety it provided you with. The only question in your mind is the stability and durability of a Hornet."

SUGGESTED TOPICS FOR MORNING MEETINGS

EVERY DAY REMIND YOUR MEN EVERY DAY SOMEONE IS COMING INTO THE MARKET FOR A NEW CAR . . . SOMEONE IN YOUR OWN NEIGHBORHOOD IS STARTING OUT TO BUY. THE VERY DAY YOU "EASE UP" OR "TAKE THE DAY OFF" IS APT TO BE THE VERY DAY SOMEONE NEARBY IS GOING TO BUY. THE WAY TO PROTECT YOURSELF AGAINST THIS LOST BUSINESS IS TO KEEP IN CLOSE TOUCH WITH YOUR PROSPECTS, OWNERS, BIRD DOGS, SUPPLIERS AND COMPETITIVE OWNERS. MAKE EVERY DAY STAND ON ITS OWN.

MON. THIS IS THE DAY TO GET "ORGANIZED" FOR THE WEEK—to lay your plans. So many competitive owners to mail cards to; then phone. So many owners to contact. So many Bird Dogs to appoint and follow up, and so forth. You may not follow your plans to the letter but you'll do better if you have a plan. Make at least ten competitive phone calls every day.

TUES. WHY NOT GET AN EARLY START and drive along bus and street car routes offering rides to waiting passengers? Do it again during the early evening period. You'll find prospects this way.

WED. THESE WARM DAYS workers are often lounging in front of their working places at lunch hour. Why not get a sign for your car and park it where you can be seen during these periods, talking to workers in mills, plants, factories, etc., as the chance occurs?

THURS. AS YOU DROVE AROUND THIS PAST WEEK you must have noticed quite a lot of building going on. Why not go back and talk to the workers on these various jobs? Get started and go from man to man and you often run into several new and used car prospects on a single job. Might find the Superintendent to make a good Bird Dog for you.

FRI. DON'T OVERLOOK THOSE DOOR HANDLE MESSAGES—"You can buy a new Hudson for as little as \$. . . a month—let me make you an offer"—or some such message, maybe on the back of your business card.

SAT. GOOD TIME TO LEND YOUR CAR to likely looking people who may develop into prospects . . . and to get in those "hot ones" for closing.

"Well, I just don't know very much about a Hudson—I never owned one."

"We'd be very glad to loan you a car for a day or two and have you satisfy yourself, but you're about to start on a long trip, and you couldn't find out all about *any* car in a day or two. *Any* car will give you a nice ride on a nice boulevard for a few hours, but on a long trip you want a car that will be dependable under *all kinds* of driving conditions . . . rough roads, steep hills, sharp curves . . . dirt road detours . . . and in all emergencies. You could ask any number of people who drove different makes of cars but they might *ONLY* be able to give you information concerning *normal* driving. What you want to know is what will this car do in *emergencies*."

"The men who know most about all makes of cars and what they will do in emergencies are the Stock Car race drivers. These men make their living with cars—and often their very lives depend on the cars they drive. I'd like to have these men show you what you should know about the car you buy."

Leading his prospect over to the Wall Poster entitled "12 Great Victories in 13 Starts" he pointed out the Hornet's record of wins, and continued: "Now we don't claim that the Hornet is the fastest Stock Car built. We don't build racing cars—our cars are not intended to be racing cars. There are other cars that can out-run the Hornet on a straight-away. There are cars with more powerful engines—cars that are heavier—cars that are lighter. But Hudson has 2 things in particular no other stock car has; a better *DESIGN* that gives it the lowest center of gravity and best balance, and a simplified engine that runs and runs and runs . . . and serves you mile after mile with very little servicing."

"Some of these race courses are half-mile dirt tracks. After a few laps, deep ruts and chuck holes develop, and it's difficult to keep a car on the track. The shoulders are often soft and the curves are sharp. The driver may never get a chance to open his car up to top speed, but he's got to stay on the road, take those curves safely and keep running. In some of these races only half of the cars entered ever finish, the grind is so tough. Many other makes lose the race because they have to spend a lot of time in the pits for repairs. Some cars just can't stay on the track."

Some can't keep running."

"On the other hand, race drivers say that a 150 mile race takes as much out of a car as the normal driver will in 50,000 miles of driving. Some of these races are run in temperatures over 100 degrees and the strain on tires, the engine and the driver is terrific. Top speeds often reach over a hundred miles an hour, and these races represent the worst imaginable beating a car can get. The Hornet has won all its races because of its better design, its sureness in staying on the road, its easy handling, its safety and its ability to *keep running* mile after mile."

"Stock Car Races are the fairest test in the world because they are all stock cars. The Hornets in these races were just like the car you drove, and the car I hope you're going to buy. There were no 'extras' no 'gadgets' on them—they were just like these cars you see here on the salesroom floor."

"Every car in the race was driven under identical conditions. The test was fair to every car entered. The best car won. And the Hornet didn't win by just having a burst of power here and there and a little luck here and there—it was superior on every count . . . and this is why it won 12 out of 13 entries."

"Now on your trip you're going to have some dirt road detours and you want your car to handle easily and safely on these rough roads. You're going to want to pass other cars on the road, and you'll meet an occasional steep grade and you'll want plenty of power. Once in a while you'll be clipping it off merrily and suddenly see a sharp curve ahead and you'll want a car that will negotiate that curve safely. You may have to stop quickly and you want a car with reserve mechanical brakes. But *most of all* you want to be fresh and rested when you come in at night. You want to enjoy driving. You want that feeling of assurance that you have the best car on the highway. You want a car that will run and run and run without having to stop every few hours at some service station. You want the best all-round car you can buy."

"In competition with practically every other make, the Hornet proved its superiority. This is the most dependable proof you could ask for. Don't you agree?"

"Guess that's all I need to know—where do I sign?"

DOCTORS DON'T TAKE CHANCES

"Oh, it's only a scratch. It's nothing. Going to a doctor is silly." But the scratch developed into blood poisoning and the arm had to be amputated to save the owner's life. This sort of thing happens every day. A pain that's neglected—a growth that's ignored. People take unnecessary chances. Doctors don't. Doctors have seen too many seemingly trivial things result in serious conditions. So, doctors go to extreme precautions to check the spread of even the slightest infections, to eliminate even trivial danger signs, to correct any and all sub-normal conditions. They know that sometimes even a minute disturbance is often the warning of an ailment that can grow into alarming conditions. Their training, as well as long years of experience, have demonstrated the importance of taking no unnecessary chances.

WATCH FOR WARNING SIGNS

Symptoms are a warning. People who ignore warnings are headed for trouble. Like doctors, good salesmen take no unnecessary chances. They're on the watch for "symptoms" of lack of interest or the buyer's disapproval. Like doctors, they're constantly "probing" to find out what may be developing. If the prospect hesitates to buy, they try to find out what's causing that condition, and having diagnosed the situation, like a doctor, they apply the remedy.

SUGGESTED TOPICS FOR MORNING MEETINGS

EVERY DAY POINT OUT THAT IN FEW LINES OF WORK ARE AVERAGES MORE DEPENDABLE THAN IN SELLING WORK. MAKE SO MANY PHONE CALLS TO COMPETITIVE OWNERS AND YOU'LL AVERAGE SO MANY SALES. SELLING WORK PAYS OFF—THE MORE YOU DO AND THE BETTER THE QUALITY, THE GREATER YOUR SALES. URGE EACH MAN TO KEEP UP HIS WEEKLY AVERAGES—SO MUCH OF EACH SELLING ACTIVITY EVERY DAY. DO THIS AND YOU WON'T HAVE TO WORRY ABOUT SALES.

MON. TAKE A LESSON FROM YOUR FAMILY DOCTOR. Note how carefully he diagnoses any trouble and how carefully he applies a cure. Discuss this issue of S.M. and apply it to your selling work. Let's all be like doctors—when trouble develops analyze to see what can be done, and try it. If that doesn't work, try something else . . . but keep on trying. Never give up as long as there's a chance.

TUES. EVER TRY WOMEN'S CLUBS, Church Organizations or Youngsters' Groups as Bird Dogs? These groups always need money for charity, improvements or entertainment, and members will often work hard for their cause. Offer payments in cash...and watch them work for you.

WED. THESE DAYS THERE ARE OFTEN PICNICS, outings, ball games, recreation centers, hard top races, swimming centers and similar places where numbers of people gather. Excellent opportunities for displaying your demonstrator, properly identified, and contacting people who might be prospects.

THURS. IN THE PAST FEW WEEKS we've personally heard of the following people who have bought new cars—grocer, artist, doctor, druggist, writer, laundryman, truck driver, contractor, barber, paper merchant, paint salesman, moving picture maker, gift shop operator. You'll find buyers everywhere.

FRI. ABOUT THIS SEASON OF THE YEAR — after we've had our new cars for some months we begin to get so used to them that much of their newness wears off, and we overlook some of the things we used to rave about. And some of those things we overlook are the very things that sold cars for us a few months ago. Might be a good idea to review your Standard Salesroom Demonstration . . . and freshen up a bit.

SAT. GOOD DAY TO GET BETTER ACQUAINTED with your service men. Get them on your side, plugging for you, helping you dig up buyers. Pay them as you would your Bird Dogs, or reciprocate by doing favors for them. Here's an excellent source of business right at your elbow.

STRONG OR WEAK MEDICINE

Now, doctors sometimes don't locate the source of the patient's trouble until they've tried several experiments. A doctor may have to make several tests. But he keeps on until he thinks he has located the basis of the disturbance.

A good salesman does the same thing. A doctor asks questions—about your eating, smoking, drinking, sleeping and other habits. He wants to know of any factors that may have contributed to your condition. He asks questions to find out how potent a remedy he can safely prescribe. So does a good salesman. He finds out what his prospect has in mind, what he has been used to and what payments he can stand.

IF YOU STOP TREATMENTS TOO SOON

Let's apply this principle to selling. For purposes of illustration, let's presume that a prospect, after having driven a Hudson, receiving a good selling presentation and an appraisal, had said to the salesman, "Well, I'm not quite ready to buy. Let me have your card, and later on, when I get ready, I'll look you up."

This buyer is like the man who stops his treatments before he gets well. No good salesman would have been satisfied with this lame excuse. A good salesman distinguishes between an "excuse" and a "reason".

WHAT'S THE DISTURBANCE?

When this prospect came into the salesroom he was thinking of buying a car or he wouldn't have come in. Therefore, he was a live prospect. If he had seen a car he liked and could have afforded to buy it, the chances are he would have signed an order then and there. Any good salesman knows this. So, a good salesman wouldn't let an excuse of this kind stop him. He'd know at once that beneath this statement there was a disturbing cause.

So, like a doctor, he would diagnose the case. He'd find out what caused this condition by asking questions. He might start this way: "Glad to have you come in any time, Mr. Jones. We'll

always be ready and anxious to serve you. Before you go, I'd like to give you a catalog, so you can review some of the advantages of Hudson ownership I've told you about. There was one thing about Hudson you said you liked particularly—the way it drove and the ease of handling. You'll see in this catalog a picture showing Hudson's new and different DESIGN which makes this possible. No other car can offer you this, Mr. Jones, no matter how much you might pay for it. You will also see something else you like—the safety and protection features that no other car can give you."

FIND THE RIGHT REMEDY

He would touch the major exclusive qualities that the prospect couldn't get on any other car, using the catalog to point them out. He would continue with something like this: "Now you liked all these advantages, and said you'd like to have them, so there must be some other reason for not giving me your order today. Have you any objection to the terms I've quoted? Are the monthly payments satisfactory? What can I do to put you in a new Hudson today?" This salesman, like the doctor, would keep probing until he had determined the CAUSE of the condition, because he knew that once he'd found out, he could apply a remedy that would effect a cure.

DOCTORS DON'T GIVE UP

Doctors don't take unnecessary chances. Nor do good salesmen. They watch "symptoms" that influence the purchase, diagnose them carefully, and keep probing until they've found the proper remedy to prescribe. They may try several remedies before they find the right one. But, like doctors, they never give up a prospect or patient as long as there's a chance.

And, like doctors, they never take unnecessary chances on the prospect's selling himself or the patient's curing himself. Eternal vigilance and patient persistence are essentials to both professions.

SUMMER-TIME VITAMINS

We came down this morning soaked with perspiration. Old Sol was pouring down his anger from his super blow torch, and we were sweltering so that we had hardly enough energy to turn on the fan. By way of getting our thoughts on something inspiring we picked up a sales bulletin from a firm specializing in furnishing a weekly message, and read "Be enthusiastic"... "all you have to do is to act enthusiastic and you'll be enthusiastic"... "you can be a human dynamo by generating enthusiasm". We asked ourselves, "How could anyone be enthusiastic in this kind of weather?" The article didn't tell. It didn't mention HOW to work up any enthusiasm, it just said *be* that way. The only enthusiasm we seemed to have this particular day was for a cool place and a cool drink.

You probably never get this way. You probably keep up your enthusiasm by doing *natural* things that can't help but keep you pepped up, such as calling on your new owners and listening to them rave about their new Hudson. While the smell of the paint is still fresh and their car is as quiet as a watch, you'll hear them rave about what pleasure it gives them and how glad they are that you sold them a Hudson. And they'll tell you about their friends who were also thrilled. After a while you begin to feel some of this excitement, and it gives you a lift.

Then, you probably call on a few older owners — people who have been driving

SUGGESTED TOPICS FOR MORNING MEETINGS

EVERY DAY REMIND YOUR MEN THAT THEIR COMPETITORS ARE PROBABLY TAKING IT EASY, DOING VERY LITTLE SELLING, AND THAT NOW'S THEIR OPPORTUNITY. EVERY SUCCESSFUL MILITARY GENERAL IN HISTORY HAS TAKEN ADVANTAGE OF HIS ENEMY'S LAXITY, AND HAS HIT JUST WHEN HIS DRIVE WAS MOST OPPORTUNE. IF COMPETITIVE OWNERS ARE NOT BEING ACTIVELY SOLICITED NOW'S THE TIME TO GO AFTER THEM. GET THEM TO DRIVE A HUDSON AND THEY'LL BE EASY TO SELL.

MON. REVIEW THIS ISSUE OF S.M.

TUES. THESE WARM DAYS WHY NOT PLAN YOUR NEXT DAY'S WORK THE EVENING BEFORE? Have so many mailings, so many phone calls, so many demonstrations, so many owner contacts, so many Bird Dog follow-ups, so many door handle cards to place, so much of this and that, all planned. Even though you're not able to do all you plan you'll probably accomplish more by having one.

WED. SELECT A DEMONSTRATION ROUTE THAT SUGGESTS A PLEASANT RIDE, but which still enables you to show the many superior qualities of your car. Then invite competitive owners to go for a "pleasant ride" suggesting some inviting places you intend to take them to.

THURS. HAVE YOU DEVELOPED THE HABIT OF STOPPING whenever you see a man at leisure and casually striking up an acquaintance? Try it—talk to 6 or 8 persons casually today—see how many prospects you can dig up.

FRI. WHY NOT REVIEW THE NAMES OF THOSE PEOPLE YOU BUY FROM—your grocer, druggist, dry cleaner, florist, dentist, and so forth, and remind them to reciprocate.

SAT. LOTS OF PEOPLE ARE PLANNING VACATIONS AND WILL NEED NEW CARS. Most of them have time on Saturday—a good day to get them out for a drive.

Hudsons for a long time. And these people start telling you what a grand car a Hudson is. How it has served them faithfully under trying conditions over the years and over the miles. The excellent service they've enjoyed. They tell you how happy and contented they are with their cars and they say so many pleasing things that soon you catch the fever, and something inside you builds up and you get a tingling feeling and want to make a speech.

Then, maybe you wonder, "If Hudson owners get so much satisfaction, what do these owners of competitive cars have to put up with this kind of weather?" In order to find out you go out to the used car lot and you take a late model competitive make and drive it around for a few miles. When you return you have a heart filled with sympathy. "Do these competitive owners really have to put up with this sort of thing?" you ask yourself. You're encouraged to call up a few owners of similar cars and tell them you've been driving a car like theirs and you're convinced that you can bring happiness and pleasure into their lives. You get them into your car . . . get them to drive it . . . and you find that you've added happiness to many lives.

Then perhaps you pick up the late issue of the Sales Leader, and you read about Guy Johnson, the Hudson dealer in Binghamton, N. Y., who outsold all other makes (except Ford and Chevrolet) in his county for May. Mr. Johnson didn't have anything to offer that any Hudson dealer or salesman didn't have — he wasn't offering any wild trades — he was just using sound selling methods. The only thing he was doing more of was *selling*. This fine record may have reminded you of the story you read recently about that outstanding salesman, Mr. Floyd Johnson of San Jose, California, whose over 30 Bird Dogs helped him sell 25 cars in April—135 new Hudsons in 1951. These outstanding accomplishments will encourage you to duplicate them.

Perhaps you'll look at some center spreads in the Newsletter—and review the stories of Wilbur Shaw's experience—the Important Dimensions story—and others. These will inspire your confidence and make you want to get out and spread the gospel.

Or, maybe you'll take another look at the wall poster telling about Hudson's outstanding achievements in the Stock Car events, year to

date. (As of June 27th—time of going to press—Hudson had won 19 out of 22 events.)

And you may say to yourself, "Here wasn't just an occasional burst of speed or an occasional bit of luck, here was superiority in every qualification. These were the fairest possible tests, for every car entered was run under exactly the same conditions. It was a test of the better car. Hudson had practically no competition." This would probably get you worked up to a high pitch, and make you anxious to tell this story to the people who drive cars like those that couldn't win because they didn't have the design or the stuff in them.

Then, you might remind yourself that sales are sharply up—that they not only took a great upward leap right after Regulation W was removed, but that they've been good ever since, and are showing some gratifying increases right now in many sections, and that the impending steel shortage has apparently created another buying spurt. And you realize that today offers wonderful selling opportunities. Or you might take yourself by the hand and lead yourself over to the corner and whisper to yourself, "the way to develop and keep a selling momentum is to *sell something every day*—even if it's only a car wash, a spark plug or an accessory. But get into the habit of *selling* something every day. Once you get your speed up it's easier to keep rolling. Even a ball, which is recognized as the 'rolling-est' thing we know, has to keep rolling to prove its worth". And this would encourage you to sharpen up to your best form.

You might even show a little compassion for your competitor and ask yourself, "What are my competitors doing these warm days?" and you'd no doubt find, if you investigated, that they're probably laying back, taking it easy doing almost no selling and that *now's* the chance for you. That this is the ideal time for an alert, driving, determined salesman to take advantage of this competitive lull. You'll realize that you have things pretty much your own way these days. This is the time to hop on to these competitive owners . . . bring sunshine into their lives . . . and convert them to a Hudson. Which you know you can do by getting them to drive your car.

But, *be careful*.

Before you know it, by doing these things you'll work up such a head of enthusiasm you'll forget all about the heat.

HE'S A SLICKER, THIS FELLOW

It has been a rugged day, so you've decided to take the Little Woman out to dinner and relax. There's a colored waiter you like in a restaurant not too far away, and you decide that's the place. You're not very hungry, nor is the LW, who asks you to order for her. Up comes your Favorite Waiter with a low bow and an engaging smile, who asks, "How is you-all this evenin'?" He hands you the menu. You decide on the fish, and ask, "How's the fish tonight?" Now the fish is fresh, and looks enticing, but your Favorite Waiter is a salesman. He may not know the rules of selling, but over the years he's learned a lot about people, how they re-act, and how to handle them. He knows that if he merely took your order for fish he'd be an order-taker, and he considers himself a salesman. So, he replies, "No Sah, you don't want de fish tonight—we just got in a shipment of fine, fresh lobsters by air, and they is the nicest we has had all season. You want a nice broiled lobster and I'll pick you out a good one." You say, "Okay." The fish you were going to order was \$1.35. The lobster will set you back \$3.75. Then your FW starts working on you. He drops by and asks you how your lobster is. Then he asks if you'd like some black bread—then, whether you'd like some butter—then, whether your coffee is hot. He comes over smiling, fills your water glass, hands you a fresh napkin and asks, "How did you-all enjoy your dinner?" He hands you the menu. You think you'll order the ice cream that comes with the dinner, but you've forgotten that this fellow's a salesman. Before you can suggest a dessert he says, "The strawberry shortcake is mighty nice tonight. The berries is the best we has had all season. You'll sure enjoy it." So you say, "Okay." 85¢ more.

Before you have had a chance to ask for the check he suggests an after-dinner liqueur, and you fall for it. \$1.35 more. Everything goes double because you were ordering for your wife also. Not to seem a piker you give him a larger tip than you meant to.

And how did he talk you into all this? By suggesting "little things" and asking "Little questions".

Remember that.

SUGGESTED TOPICS FOR MORNING MEETINGS

EVERY DAY

THESE HOT DAYS MANY PEOPLE SPEND MOST OF THEIR LEISURE TIME IN THEIR CARS. THEY REGARD THEIR CAR AS THE SINGLE MOST IMPORTANT THING THEY OWN. THESE ARE THE DAYS WHEN THEY WOULD GET MAXIMUM ENJOYMENT OUT OF A NEW CAR, AND ARE MOST RECEPTIVE. THEN, TOO, YOUR COMPETITORS ARE GENERALLY EASING OFF. SO THESE WARM DAYS ARE AN INVITATION TO STEP IN AND GET A LARGER SHARE OF THE BUSINESS. KEEP REMINDING YOUR SALESMEN OF THESE FACTS.

MON.

REVIEW THIS ISSUE OF SM. Develop the habit of asking "little questions" that get your prospect to admit that he likes the things you point out to him. Every time he hears himself say "yes" he makes a favorable decision—he brings himself just one step closer to your order.

TUES.

AGAIN REVIEW THIS ISSUE OF SM. Learn to say the things your prospect *wants to hear*—and learn to find out *what* he wants to hear—by asking "little questions": "Do you take many long trips?"—"Does your wife drive much?"—"Safety must be important to you, isn't it?", etc.

WED.

NEWSPAPERS OFTEN CONTAIN INFORMATION that leads to quick sales: car stolen—accident—wreck—new executive—money award, etc. You won't find these on the Sports Page, though.

THURS.

WHY NOT WORK A COUPLE OF OFFICE BUILDINGS—starting at the top and calling on all offices?

FRI.

WORKING COMMUNITY SHOPPING CENTERS invariably develops some business. Just walk into the shops, stores and offices, show a picture of a Hudson and say, "Nice looking car, isn't it? You'd look grand back of the wheel of this car." That's usually enough to start a conversation.

SAT.

CLEAN UP DAY. Get your live prospects into the salesroom and have any closing help needed. If you can't get the signature, loan your car to drive over the week-end.

LITTLE THINGS ARE POTENT

Most people think in terms of "little things". They carry on a conversation by asking "little questions". To satisfy ourselves that this was true, we recently compiled a list of the common questions we heard people ask when they first met.

"How've you been?"—"Folks all well?"—"Had your vacation yet?"—"How's business?"—"Been fishing (or playing golf) lately?"—"Who do you think will be elected?"—"Seen any good shows (or movies) lately?"—"When do you think this heat's going to break?"—"Got some new clothes, haven't you?"—and so on.

Youngsters can carry on a conversation for a whole evening by repeating a few bromides: "Oh y-e-a-h?"—"That's what you think"—"You're tellin' me"—"I'll say I did"—"Okay, Big Boy"—"Don't kid yourself"—"You're so, so right", and so on.

What does all this prove? That you don't have to be a top ranking Professor to be a good salesman.

Selling isn't a matter of being a profound thinker. A salesman must be able to tell the prospect *what he wants to know* in clear, convincing words that he easily understands. To repeat, the essential thing is to say what you say in *easily understandable* words, and being sure you say what your prospect *wants to hear*.

If you believe that the typical buyer thinks in terms of "little things" and favorably influences his thinking when he answers "yes" to questions regarding your car, then why not use this method?

When you make a definite statement your prospect may not always agree, but when you ask questions, you *find out* how he is thinking.

When you get him to agree that he likes what he has seen, experienced or been told, you get him to sell himself.

FEW THINGS ARE SOLD

Few things are sold. Most things are bought. All we do is to influence the buyer's decision. We do this by showing and suggesting. We make the buyer realize the benefits of things we show him. For example, a man might look at a car by himself in the salesroom and miss any number of important features. He might even drive a Hudson and fail to realize many of its outstanding advantages, such as the reserve mechanical braking system. But if we point out these advantages and get him to agree that he likes them and wants them, we gradually develop a favorable buying decision. We do much of this through suggestion, and we accomplish this by asking "little questions".

"Ever drive a car that's so easy to handle?"—"Your wife will like this, won't she?"—"You get a great feeling of security when you know you're surrounded by protecting steel girders on all sides, don't you?"—"Don't you like the way this step-down design makes the car hug the road?"—"Hydra-Matic certainly makes driving a real pleasure, doesn't it?" "Little questions" that encourage your prospect to hear himself say that he likes and wants what you show him. Questions that make him realize and appreciate the benefits that only a Hudson can give him. Little decisions that add up to the BIG decision to buy.

Your favorite waiter may never have read a book on "How to Sell", but he has been studying people for years. He knows how they think and what makes them act and how to get them to act favorably. He gets results by talking about "little things" you like to hear and asking "little questions" that tell him how you're thinking. He gets you in the habit of agreeing. And he sells you three times as much food as you intended to buy and *makes you like it*.

IT'S DESIGN, BROTHER, IT'S DESIGN

Go back over the years and check the records of your favorite champion . . . The Sultan of Swat, Big Red, The Galloping Ghost, The Brown Bomber, The Gas House Gang . . . and you'll have a hard time trying to match Hudson's modern-day achievement of 25 wins out of 28 attempts.

This was our record after winning 4 stock car races during the 4th of July week-end . . . 1st and 2nd in one, 1st, 2nd and 3rd in one and 1st, 2nd, 3rd and 4th in the other two.

You've doubtless read the details of the Detroit 250-mile race which resulted in 1st, 2nd and 3rd place wins for Hudson. In this race there were entries of 6 Olds, 3 Nash, 4 Chryslers, 2 DeSotos, a Lincoln, a Mercury, a Packard and many others. Not a single Nash finished in the first 10, only 1 Firedome DeSoto (which came in 8th) and 1 Chrysler (a '51 Saratoga, which finished 4th, ahead of 2 Olds). Lincoln, Mercury and Packard were among those that failed to get in the first ten finishers.

In each of these Stock Car Races each driver is trying his level best to win, because race drivers make their money by winning. If they can gain an advantage, race drivers will take hazardous chances even to risking the possibility of crashing or turning over. They believe in getting out of their cars 'everything they've got', and sometimes cars take a gruelling punishment. These stock car races are veritably America's Toughest Proving Grounds.

SUGGESTED TOPICS FOR MORNING MEETINGS

EVERY DAY

KEEP REMINDING YOUR MEN THAT THE AMOUNT AND KIND OF SELLING WORK THEY DO WILL DETERMINE THE NUMBER OF DELIVERIES THEY MAKE.

MON.

REVIEW THIS ISSUE OF S.M. and develop the habit of telling WHY Hudson has been able to establish such undisputed performance leadership. Let's sell the advantages of our exclusive step-down design to the buying public.

TUES.

AUGUST IS A GREAT VACATION MONTH . . . and July is when these vacationists order their new cars. New cars are not plentiful—the steel strike has not helped—and the smart buyer will protect himself by placing his order in time.

WED.

THESE WARM EVENINGS PEOPLE—particularly those people who own new cars—often invite their neighbors for a ride. Good idea to contact your new owners . . . find out who they've been riding lately.

THURS.

LOTS OF CONSTRUCTION WORK GOING ON THESE DAYS. And these workers—plumbers, electricians, carpenters, painters, bricklayers—make usually high wages, and buy cars. Never pass up a building job—stop and start a conversation. You'll find buyers.

FRI.

IF THERE'S A STATE FAIR, Grange Meet, Circus, Race Meet or any place where people gather, arrange to have your demonstrator, prominently identified, there, and have a supply of Prospect Cards. People are often in a buying mood at such times.

SAT.

WHY NOT SELECT A PLEASANT ROUTE offering scenic or appealing attractions and invite likely looking prospects to take a ride with you. Let them drive part of the way . . . then make them a proposition to trade. Good week-end activity.

We do not mention these facts by way of gloating . . . nor are we offering a prayer of humble gratitude. This is a plain statement of facts, which the records will fully substantiate. The reason we again harp on this subject is that we feel that too many people do not realize the reason *why* Hudson has been able to accomplish such a phenomenal record.

SPEED AND POWER ARE NOT THE MAIN FACTORS

Too many people seem to think that speed and power are the dominant factors. While it's true that it's important to get out in front and stay there, it's most important to *stay on the road and keep running*.

We didn't win these stock car races because we had the fastest car. We didn't win because we had the most power. We won because we had the best DESIGN. We had "Step-down" design—the newest, most improved and most modern design in the automobile industry. An exclusive advantage.

Adding power to an old design doesn't produce top results. The railroads found that out when they tried adding tremendous power to an old design. It wasn't until they modernized their design and secured a low center of gravity that they were able to utilize power to its greatest efficiency. Power and speed can prove dangerous unless utilized properly. Engineers have known this for years. All kinds of automobile races have established this fact. Every car in the Indianapolis 500 Mile Annual Event has a recessed floor and a low center of gravity. They couldn't reach those high speeds safely with an old design.

If any other make of car in these 28 stock car races had been given every Hudson feature except one—even our superior H-145 engine—they still could not have won without our exclusive "Step-down" design with its recessed floor and low center of gravity.

Hudson won because it was a MODERN car—a car with a better design. When to this low center of gravity you add the rigidity and strength of Monobilt construction, the simple, rugged dependable H-145 engine with Twin H-Power, the ease of handling Center Point steering affords, and then distribute the car weight evenly, you get an unbeatable combination. Then when you add the exclusive safety features that afford protection in emergencies, ride pas-

sengers down within the frame where they get a cushioned ride, provide roominess, comfort and convenience, you have a car of vast superiority in every performance quality. You have the kind of car that every type of owner wants—whether they be housewife, laundryman, banker, builder, foreman, druggist, doctor, secretary, executive, farmer or race driver.

Every car owner wants a car that clings securely to the road, is dependable on sharp curves and rough roads . . . that can pass other cars easily, negotiate a steep hill without effort, get out of the way of cars approaching from side roads in a flash and provides dependable reserve power for all emergencies. They want a car they can drive all day without tiring . . . a car that handles so easily and gives them such a smooth ride that every moment of driving or riding is a thrill and a delight. They want a car that runs and *runs* and stays out of service stations . . . and assures them of the utmost safety and protection.

But they cannot secure these qualities of modern design regardless of the car's power, speed, weight, height, length or appearance, unless they have the low center of gravity and construction that only a Hudson provides.

PROSPECTS CAN PROVE THIS THEMSELVES

Now any prospect can prove this for himself. All he has to do is to borrow a Hornet and enter it in a stock car race and drive it himself. Of course, he must be prepared to drive in blistering heat, suffer through a two or three-hour grind at gruelling speeds, and face the danger of a crack-up at any moment. It will be a severe test for him, but he can satisfy himself that these statements are true.

Of course, there's an easier way. All he has to do is to study the records of Hudson wins. They tell the entire story at a glance, for they prove conclusively that Hudson is superior in every performance quality.

Let's go farther than to merely point out that we *won*.

Let's tell **WHY** we won.

WHY no other car can offer "Step-down" design.

When you have something that's far better . . . which your competitors can't even approach . . . you have the finest selling opportunity in the world.

It's design, Brother, it's design.

HE SURE HAD THE MAKINGS

In downtown New York a few days ago we watched a newsboy sell more papers per minute than we ever believed possible. There were several other news vendors within a few blocks of him, but this boy was by far the champ, selling several times as many as the others. He had a strong, clear voice and was apparently a master of "double-talk". His yell sounded to us something like "Get de poiper . . . read all about it . . . big ship yun-orory . . . middle of de ocean . . . too-ne-oppy . . . women screamin' . . . read all about it . . . big airplane . . . Eisenhower vote-yurry-all . . . hey, get de paper . . . woman murdered . . . hang-se-orory . . . read all about it . . ."

People streamed by him and he kept busy thrusting papers in their hands, thanking them, and continuing his yelling in double talk.

During a lull, a little later, we had a talk with him. He told us the crowd was hurrying for cross-town busses, downtown subways and ferry slips. At the entrance of each of these was a news vendor. His job was to sell these people *before these fellows got them*. He said, "See all dem stores over there?" pointing across the street, "well, they're all alike, ain't they?" They're just waiting for somebody who wants something to come in and buy. That ain't no way to get business. You got to be *different*, if you want to attract people. And you gotta ask a lot of people to buy."

This lad had the formula for successful selling — "Tell an attention-getting story to a lot of people *before they buy from someone else*".

We wished he were old enough to sell Hudsons. He'd be a success.

SUGGESTED TOPICS FOR MORNING MEETINGS

EVERY DAY

IMPRESS UPON YOUR MEN THAT NEW CARS ARE NOT TOO PLENTIFUL. SOME MAKES AND MODELS ARE BECOMING SCARCE. THE STEEL STRIKE HASN'T HELPED PRODUCTION ANY.

SOME COMPETITORS ARE BEGINNING TO FEEL THE PINCH. FURTHERMORE, CERTAIN COMPETITIVE SALESMEN HAVE SLACKENED UP IN THEIR SELLING. JACK DEMPSEY IS CREDITED WITH SAYING "WHEN THE OTHER FELLOW LETS HIS DEFENSE DOWN IS WHEN A CHAMPION REALLY GOES TO WORK." LOOKS LIKE OLD MAN OPPORTUNITY WAS KNOCKING AT OUR DOOR, DOESN'T IT?

MON.

POINT OUT TO YOUR SALESMEN how they can "protect" their investment in time. How they can keep lost time to a minimum, (adapting this issue of SM).

TUES.

WHY NOT ALLOT EACH SALESMAN so much time to work in the service department inviting customers to drive a demonstrator?

WED.

BEEN OUT ON THE USED CAR LOT LATELY? You can sell late model used Hudsons the same way you sell new ones. If there are any over-30-day cars on hand, now's the time to get them out of stock. Take your service manager along and write out repair memos as you discuss each car.

THURS. WHY NOT CHECK EACH MAN'S SELLING

EQUIPMENT. Has he late selling helps? Is his material clean? Is he using his equipment effectively?

FRI.

HAD THOSE DEMONSTRATORS CHECKED LATELY? Week-end coming up and they should be in top condition. Better look them over, drive them, one at a time. By the way—if any salesman is making a number of demonstrations but *few sales*—better find out WHY. His demonstrations may not be up to the best.

SAT.

HAVE EACH SALESMAN, unless he has a definite appointment for a demonstration, swap cars with somebody who might be developed into a buyer. Both parties will benefit by this exchange—the salesman will learn what this competitive owner has been missing . . . and so will the c.o.

A 'SYSTEM' FOR PLAYING THE PONIES

The other day we heard about a "system" a horse player had for picking winners. He said he'd just turn his program over and stick a pin through the entries and play the one the pin prick came closest to. When a friend asked him how he'd select the Daily Double he replied that he "used a fork".

Old Timers will tell you that you can't make money playing the horses. We subscribe to this, having made sundry attempts. We found, like the Old Timer, the trouble was that we couldn't shuffle the horses.

We know a fellow, however, who has been successful in making a little money betting on the nags. And he has a "system". A simple plan, as old as humanity itself. A plan he claims he learned by studying Savings Banks, Investment Trusts and Insurance Companies. This is the way he works it:

If he decided, let's say, to put ten bucks on the nose of Big Flop at 3 to 1 he'd "cover up", or protect, his major bet by making two or three smaller bets on likely horses at larger odds. He might, for instance, put two bucks on the nose of Poop Out at 5 to 1, and similar amounts on Weak Sister at 8 to 1, and Down the Sink at 11 to 1.

His argument is that you've got to PROTECT your major investment. He points out that Savings Banks, Investment Trusts and Insurance Companies, as well as important individual investors, may put quite a sum in Blue Chip securities but that they invariably invest in other issues to protect themselves against emergencies. He claims any good business man would follow that principle. He says, "Why don't your salesmen make a couple of small investments every time they make a large one, and protect themselves against loss of the large one?"

"Here's what I mean. Say a salesman drives across town to see a man he thinks he might sell. It takes him an hour to make the trip. It takes an hour to get back. That's two hours of his time he has invested. His time is worth a lot to him, because he has only a few hours in a day in which he can actually do any selling work. Now suppose this man he goes to see happens to be out. In this case he'd lose a large investment . . . two hours of his valuable time. No man can afford to lose a large investment. If this salesman had a 'cover up' bet, he'd protect his investment. So this man should invest a *little*

more time to save his big investment. While he's *in that neighborhood* he should make a few more calls—say call on a grocer, druggist, florist, dentist, real estate man and so forth for prospects, and perhaps a filling station and independent garage to see if he couldn't get a bird dog or two.

"If he took a trip from New York to California to see someone and found them out of town, would he get right back on the train and return at once to New York or would he do a little looking around in order to get the most out of his long trip? He'd *protect* his investment in six thousand miles of travelling. This is a principle that's as old as man himself. It's nothing more than insurance. When a business man puts up a half-million dollar building he spends a little more to protect his investment by buying insurance.

"Well, smart salesmen work this way. When a prospect is an hour late in keeping a salesroom appointment, a salesman has an hour of time invested. He can't afford to lose this investment. So, he makes a few small investments to protect himself. He spends a few minutes out in the service department, talking to 'the boys' and service customers. He sends out some mailing cards. He phones a few owners, some bird dogs, and some competitive owners. He checks his selling equipment. He runs in and talks to the bookkeeper to see what accounts have recently been paid up and might be worth approaching. He spends a little time here and there doing selling work to make up for that lost hour. And, he often finds that he has made more on these 'cover up' *little* investments that he might have made on the big one.

"I'm in the investment business, and I know the value of protecting one's investments. That's why, in everything I do, even when I play the ponies, I always try to protect myself. I don't kid myself that anyone can ever beat the horses. I play just for fun, and don't make any large bets. But I believe everyone should protect his investment in everything he does. I know the largest investors in the country do this.

"It will get your salesmen out of many a hole if they'll make the most of their otherwise unprofitable time. The trick in betting is to keep your losses low. That's the trick in any business. It's the same in selling. A salesman must keep his lost time low."

WELL, AFTER ALL, IT'S AUGUST

These days the papers are filled with typical mid-summer items about the weather. There was one telling about the heat in Maine, so intense it baked the growing apples right on the trees . . . another that said the pigeons on the Detroit City Hall burned blisters on their toes . . . and a flash from Kansas City reported that a thermometer after going as high as it could, finally burst. But the gem was from Chicago reporting that a man saved his mother-in-law from drowning after she became dizzy from the heat and fell overboard. When commended for his act he replied, "Well, baby sitters are mighty hard to get these days."

Well, the heat *has* been bad, but it's this way every year, and there's nothing we can do about it. People buy cars in spite of the heat. In fact, this weather stimulates desire. So, let's just imagine we're sitting on the edge of a glacier with our feet in a snow bank, a cooling breeze from a nearby peak swathing our fevered brow and a tall glass filled with a sparkling brew alongside us . . . and just lay back and relax for 5 minutes.

Possibly one of the following ideas, gleaned from the Pages of Experience from men who rank high in their professions, may give us a lift.

SUGGESTED TOPICS FOR MORNING MEETINGS

EVERY DAY

PREACH THE GOSPEL THAT IT'S ALMOST IMPOSSIBLE FOR THE OWNER OF AN OLDER CAR TO DRIVE A NEW ONE WITHOUT BECOMING INTRIGUED. THE TRICK IS TO GET THEM BACK OF THE WHEEL. "GET 'EM BACK OF THE WHEEL AND THEY'LL BE READY TO DEAL." "GET 'EM TO DRIVE A HUDSON AND THEY'LL BE READY TO BUY A HUDSON." NO MATTER WHAT ELSE YOU GET, INSIST ON DEMONSTRATIONS. NATIONAL REGISTRATIONS IN MAY WERE 422,217 CARS. A YEAR AGO, IN MAY, 470,446. SALES ARE IMPROVING—AND A SCARCITY IS DEVELOPING.

MON.

LET'S GET ORGANIZED FOR A DEMONSTRATION WEEK. Get each man to commit himself to get so many people a day to drive. Do this and you can't miss.

TUES.

REVIEW THIS ISSUE OF S.M., and apply the selling suggestions offered. It took many men many years to find out these things . . . we can take advantage of them without going through the many years and bitter pangs of experience.

WED.

THE TELEPHONE IS ONE OF THE EASIEST and pleasantest ways of soliciting a number of competitive owners, so let's make this a daily job. Don't try to get the order signed over the phone . . . just get people to say they're willing to get a driving thrill . . . and see that they get it.

THURS.

DETROIT—HOME OF THE AUTO INDUSTRY—papers report several makes of cars becoming scarce in numerous localities. Reports say some dealers have stopped soliciting altogether. Let's get into this market fast and cash in.

FRI.

WHY NOT STICK A FEW ACCESSORIES in your car and call on some new owners, following idea in this issue of S. M. Good way to renew owners' interest in their cars and you. You're apt to dig up some prospects and make some extra profits at the same time.

SAT.

MORE PEOPLE HAVE MORE TIME ON SATURDAYS . . . more time to sign orders . . . more time to take deliveries. This is 'mop-up' day. The day to sign up those pending deals.

SULTRY SELLING SUGGESTIONS FOR THE SIZZLING SEASON

"People like to show off the things they pride. Go hunting with a chap and he'll show you his gun and his various 'gimmicks'. Go fishing with him and he'll make you try his rod and see what a whip it has. Go to his home and he'll show you his rumpus room and how well his bar is equipped and stocked, he'll take you over his collection of books, or make you look at something he made himself, or insist that you look at his paintings. His kids will run up and display their most prized possessions. Maybe little Susie will show you her new dress. His wife will spread out her best linen and silverware and glassware—the things she's proud of—and expect you to compliment her. People like to show things they have pride in owning.

"For this reason I always try to make my owners proud of their Hudson. I'm patient in pointing out the exceptional features their new car has that they will be proud of. I know if I can make an owner proud of his car he will show it off more. Some of my owners take such pride in their cars they can't take a new person out for a ride without enthusiastically telling all about the fine qualities of their car and often to prove it, they get their friends to drive. Think this doesn't develop a lot of prospects for me?"

"No matter what you've got, make it seem better in some way. If you've only got a soda fountain, make it the cleanest in town, or serve the coldest drinks or the largest ice-cream sodas, or do something to make it 'special' in some way. If you run a shoe store carry the widest selection of narrow shoes, or the best stock of baby shoes or have something 'special' to make your store stand out. Feature whatever you've got that's 'special'—whether it's handy location, easy credit, low prices, prompt delivery, or what. Play up your *advantages*." This is from one of the largest merchandisers in the country.

"People like to feel important. I know when I walk into a restaurant I like to have the Captain call me by name. In a store I like to have the clerk recognize me or have the manager wait on me. I like recognition, and so do others.

"So, I try to make my prospects feel important. For one thing I call them by name as often as consistent. I try to remember any incident they mention and refer to it so they'll feel that I am interested in them. And, in a subtle, diplo-

matic way I always try to build up their importance. It might be only a simple remark such as 'I can tell that you're a good driver from the condition of your car'—'You certainly wear a fine coat of tan, must be in the pink of condition'—'I can see that you're a discriminating buyer—I like to deal with a man who knows what he likes'—and so forth. When you can make a buyer feel important (and you must use excellent judgment) it pleases him . . . just as it pleases you and me. And when we're pleased, we 'buy easier'."

"I have a 'side line' that makes me extra money every month. When I drop into the service department, which I do often, I make it a point to talk to the customers. Right in the middle of a conversation I get excited and remark 'Oh, by the way, we've just gotten in something you'll be interested in', and I go in and bring back some accessory I think he might go for. I follow the same practice when calling on owners—especially if they're new owners. After asking what I can do for them and establishing a friendly atmosphere I 'suddenly' remember that I've got something in my car they'd like to see. I go out and return with some accessory and give them a selling on the added pleasures they'll get with it. One owner, to whom I've sold several extras, now greets me with "Well, what are you going to try to sell me today?" My stock reply is 'You liked the other things you bought, didn't you?'"

"An owner taught me a good lesson recently. A couple of months after I'd delivered a new Hudson to him he came in and I noticed that he had 3 accessories that I hadn't sold him. I asked him why he didn't buy them from me, to which he replied, 'Because you didn't tell me you had them, and didn't ask me to buy them.' Believe you me, I've got the nerve to ask for orders for extras NOW. When I get the new car sold, I say to the buyer 'I want you to get all the enjoyment and pleasure possible from your new car, so let me show you some new items you might enjoy having', and I lead him over to our accessory display."

"A salesman has offered me a Whoosis Six for two hundred dollars less than your car."

"Well, Sir, no one knows better than he does what his car is worth."

HE WAS A TOUGH HOMBRE

It was evident from his strident manner that the man who strode into the salesroom was no ordinary prospect. Of less than average height and weight, his sharp features, intense expression and nervous movements pointed him out as a person who acted fast and wanted others to do the same. In response to the salesman's agreeable reception he fired a crisp "What's the price of this car?" His very manner seemed to pose a challenge. His voice was rasping, his expression tense. He was the sort of person you felt would dispute any statement you might make.

The salesman, however, remembered his Manual of Selling. It said to "be tolerant and pleasant" no matter how disagreeable your customer acted. There were also a couple of Biblical admonitions that came to his mind. One advised "turn the other cheek" and the other, "a soft answer turneth away wrath". So he tried diplomacy. In his most engaging manner and with his friendliest smile he answered "This is our Wasp sedan. With the extra equipment you see, this model represents an excellent value at blank dollars, all ready to drive out. And I'd like to show you the many unusual features this car gives you." The "soft answer" didn't work. The prospect seemed as disagreeable as ever. Hardly waiting for the salesman's answer, he shot, "I can buy a Whoosis for a hundred and forty-five dollars less."

Well, thought the salesman, if a soft answer won't thaw out this baby, I'll try flattery, as he replied "That's right, Sir. You can. I can see that you're not the

SUGGESTED TOPICS FOR MORNING MEETINGS

EVERY DAY WHY NOT STAGE A WEEKLY CONTEST, OFFERING A FEW PRIZES, PITCHING WINS ON THE NUMBER OF COMPETITIVE OWNER PROSPECTS SECURED WHO TOOK DEMONSTRATIONS ENDING AT THE SALESROOM? OFFER SO MUCH FOR EACH DEMONSTRATION WITH DOUBLE PRIZES FOR AVERAGING MORE THAN ONE EVERY DAY.

MON. NOW'S A GOOD TIME to cover a wide number of competitive owners. Many who cannot get immediate delivery of a competitive car will be unusually receptive. The ride's the thing.

TUES. TIME OF YEAR when State Fairs, County Fairs, Stock Car Races, Stock Exhibits and similar groups meet. Lots of people in one place. Great chance to show your car to many folks.

WED. ONE SUCCESSFUL SALESMAN reports excellent results from placing Door Handle Cards on cars in Drive-in Theatres, after arranging with the manager to give him a "Bird Dog" payment for every sale resulting. Another arranged for "privileges" at an Air Race Meet. Another uses a Chain Store parking lot. Plan seems to have possibilities.

THURS. WRITING A BRIEF MESSAGE on the back of their business card and placing it under windshield wipers of parked cars has brought prospects for several men. "Can put you in a new car for \$42. a month" or similar message is used. Of course, you must select cars with good trade-in values or leave out the amount of the payment.

FRI. HERE'S ONE OF THE OLD RELIABLES. Walk up to 10 people today and ask "Did you ever drive a Step-down car?" All you have to do is to start a conversation and get the fellow back of the wheel of your demonstrator. From then on nature takes its course. Funny how many live prospects this method develops.

SAT. BUSIEST DAY OF THE WEEK for some salesmen. They line up people for every hour or so, figuring that it's easier to get them in on Saturdays, because so many are loafing. How busy are you on Saturday?

average car buyer. You know car prices and seem to know a lot about cars. And you know just what you want. I like to deal with a man who knows what he wants. Let me show you 5 important advantages a Wasp gives you that you can't get on a Whoosis."

But the flattery didn't work, either. The prospect was as testy as ever, as he answered bluntly, "I haven't time to listen to a long harangue. I don't want any boring sales talk. I know what I want . . . and I know I don't want to pay a hundred and forty-five dollars for the same kind of car."

This called for some fast thinking, and the salesman was doing it. Soft answers no good, flattery no good. Maybe this acid individual is looking for a scrap. Maybe he wants his answers as sharp as his questions. It's ordinarily poor selling technique to be impertinent to a customer, but this chap seems to want some sharp answers. Maybe he needs a shock. All right, he's asking for it.

"Nobody knows better than the Whoosis people what their car is worth. At its price it is probably a good buy. If you're satisfied with that kind of car, it will probably be a good investment for you. On the other hand, if you want to save money I can mention several cars you can buy for less. I can give you a Hudson for considerably less, and it's a wonderful value."

"I don't want a cheap car, I want a good car and I'm willing to pay a fair price, but I don't intend to throw away a hundred and forty-five dollars."

Here's a tough prospect, mused the salesman. He won't let me tell him my story. All he seems to want is to argue about price. I'll have to startle him somehow.

"No matter which car you buy, Sir, you hope to drive it three or four years. You can't drive any car, though, if you're lying in a hospital all crippled up or if you're not alive. I want you to think about this because every morning when you pick up your paper you read about drivers who have met with accidents. And sometimes it was the fault of the car they were driving. This could happen to you, although I'd like to think that you'd be among those fortunate people who were unharmed in spite of the emergencies you might face in traffic conditions of today. Of course you know that the Whoosis has only one braking system, and that it's hydraulic. You

know, too, that the braking pressure in a hydraulic system is applied by forcing a liquid through small tubes. Now, if through neglect or accident those tubes or connections should spring a leak, and your liquid leak out, of course you'd have no brakes. Just when you needed them most you might find yourself helpless. You might press down on your brake pedal and find that your car goes right on.

"This could happen in crowded traffic, as you were going down a sharp incline, as you were approaching a railroad crossing, just as a child darted across the road in front of you, as some wild driver came out of a side street at a high speed . . . in fact anywhere at any time you were driving. You might have your car filled with your family or friends.

"I'm sure a man of your wisdom would never drive a car without brakes, but you've read of dozens of people who have been faced with this kind of emergency and you've read what has happened to them. Do you want to buy a car that offers you no protection in this kind of emergency?"

This was the "shocker". The prospect hesitated for a moment and his entire attitude changed. Instead of snapping back a caustic observation, he assumed an attitude of meekness.

"Well", he asked in a subdued manner, "how would your car take care of such a thing?" From then on the sale progressed through normal channels. The veneer had been penetrated. The prospect was literally on his knees begging to be told how his life and the lives of his family could be protected. The idea of not having adequate protection in emergency was something he had given no thought to. He was a normal human being now, anxious to be shown how he could be spared the results of brake failure.

Later, as he reviewed the steps of the deal, the salesman said to himself: "Whew! This was a tough hombre. He wouldn't let me show him ordinary selling courtesy. He persisted in being unreasonable and unpleasant. Courtesy, flattery and consideration wouldn't work. I *had* to get rough with him and shock him into a realization that I had something he needed. Every 'tough guy' I've ever met had a vulnerable point, and all you had to do was to find it. Now, I hate to use such tactics. They're seldom profitable. But this time I had to use the methods that forest rangers use — fight fire with fire."

UNFINISHED BUSINESS

Unfinished business is the curse of the salesman. "Well, you've got a good car, all right. I like a lot of things about it. I'm not quite ready to buy, though. I want to give it a little thought. Thanks for your time. I'll let you hear from me later."

Costly decision, this. After the sweat and blood you've put into your demonstration and sales talk . . . and just when you thought the sale was in the bag and you'd almost started spending your commission . . . here this fellow ups and says he wants to wait! Another deal that's got to go under the classification of unfinished business.

We all know how hard it is to get a prospect all steamed up again once he gets away from us. He's like a boiler that's been allowed to cool off. Takes a lot of work to get the steam up again. When we let a prospect get away it's difficult to ever get his interest as high as we had it.

What can a fellow do to save these deals?

Is a salesman expected to have any super-human qualifications?

When we consider that the commerce of the world is handled by average people dealing with average people, the answer would seem to be "no". This type prospect is no different from you or anyone else. He probably goes through the same mental processes you go through when you decide to buy something. Suppose you think you'd like to have a new outboard motor. First you *think* you'd like to have a new one. You reason that it wouldn't cost you too much, and a new one would give you a lot of satisfaction. Then you decide you do *want* it and are going to *buy* it. So, you start looking around. You remember that Eddie has one you liked, and he said it was swell. Maybe you'll get the same kind, you think, but you'll look around a little before you decide. Anyhow, you're going to *buy* one. That's your first decision.

You drop into a store and the clerk shows you several sizes of a certain make. He quotes prices, tells you what horsepower each has and the features of this motor. This make isn't the one Eddie bought . . . but you listen. When the salesman asks you where you'd like to have it

SUGGESTED TOPICS FOR MORNING MEETINGS

EVERY DAY TRY TO GET A "BALANCED SELLING ACTIVITY". WHEN A SALESMAN HAS A SELLING SLUMP IT'S USUALLY BECAUSE HE HAS NEGLECTED TO FIND AND DEVELOP NEW PROSPECTS. HE GETS BUSY WORKING ON THE ONES HE HAS AND SOON FINDS HIMSELF WITHOUT ANY NEW ONES TO WORK ON. THAT'S WHY A "BALANCED" PROGRAM IS ESSENTIAL. GET A CERTAIN VOLUME OF THE VARIOUS STEPS OF SELLING WORK DONE EVERY DAY. YOUR DAILY WORK CHART WILL SHOW EACH MAN JUST HOW HE STANDS AND WHERE HE MAY BE LACKING.

MON. SOME MAKES OF CARS ARE GETTING VERY SHORT. Owners of these makes get no encouragement of delivery from their regular dealers. Under the circumstances they are receptive to the consideration of another make. With cars you can deliver at once you have a great selling advantage. You'll find a cordial welcome awaiting you from many of these people.

TUES. SURPRISING, EVEN AFTER ALL OF OUR ADVERTISING AND PUBLICITY, how many people still don't realize what "Step-Down Design" means. Try asking a few if they've ever driven a "Step-down car" and get them to drive. They'll get the thrill of their lives. Make this approach, "cold", to a dozen people today.

WED. LOOKED OVER THOSE USED CARS LATELY? Good used car selling weather. Clean out present stocks and open opportunities to trade in some new ones.

THURS. IN THE SALES LEADER FOR AUGUST 6TH is a list of 30 Stock Car victories to the credit of the Hornet. All cars competing in these 30 events were stock cars — the same as every dealer has on his salesroom floor. Each of these events was a test of which make of car was the best. Use this record to help you get orders.

FRI. SOME ACCESSORY HAS HELPED MAKE MANY A SALE. The addition of a sun visor — windshield washer — Solex glass — or some item that appealed to the fancy of the customer has often helped swing the deal. Look over your accessories on hand . . . try making your car more attractive by suggesting them.

SAT. GREAT CROWDS OF PEOPLE IN CHAIN STORE PARKING LOTS, doing their week-end buying. Often one of them waits in the car with nothing to do—willing to talk about a new car while waiting. Chance to talk to a number of people in a short time. Try it?

delivered, you hesitate. You think, maybe you'd better look around a little more. Now, you've heard of this motor . . . it's supposed to be a good one . . . but again you remind yourself that maybe you'd better not buy too quickly. So you tell the salesman just what your prospect told you.

You were an average prospect. Quite similar to the man who told you he wasn't ready to buy. What would have secured your order?

Probably the same kind of selling that would have sold your prospect.

Every salesman knows that to get action you make an *emotional* appeal.

After you've worked on your customer's reasoning with all your selling appeal and he hesitates to buy, you need *action*. You need a decision to buy. So you go to work on his emotions.

First, you want to lower his resistance, so you agree with him and flatter his judgment. "You're right to give some thought to your new car. I know just how you feel, and I think you are wise to weigh the values you get in your new car. But, Sir . . ." — now you're starting to do a little selling. You're going to appeal to those emotions.

. . . "a car gives a man a great deal of pleasure. And when it's new he gets a great thrill out of driving it. It's a world of satisfaction to have a quiet, smooth engine with plenty of power . . . and with shining new paint and glistening chrome, isn't it?"

"Yes, that's when a fellow gets the most thrills out of his car, I guess."

"When a man decides to buy a new car sometimes he can hardly wait until he gets it. He can just see himself gliding along the highway, passing other cars, feeling almost sorry for those people with old cars. Few things in the world give a man as much pleasure as a fine performing new car. He seems to live in another world."

"So many people come in and buy cars and then can't wait until we get them ready for delivery."

"That's the way I'll be, too, I suppose. It sure is exciting to drive a new car."

"Well, a man owes it to himself to get all the enjoyment he can out of life. We only live once, and if we keep putting off things that give us pleasure we miss a lot of life. This is just the time of year to enjoy a new car, too. How soon were you thinking of getting your new car?"

"Oh, any time. Haven't decided what kind of car I want. But I know I'll want a new one soon." The prospect is beginning to reason with himself that he *might* be missing some enjoyment if he waits.

"You're smart to get into a new car as soon as you can. Sometimes old cars are not safe to drive. You realize that you only have one set of brakes on your old car, don't you? (Then the brake story again.) On this new car you have another important protection that your old car doesn't give you. (The story, again, of the protecting steel girders on all 4 sides.)

"The unfortunate part of accidents is that you never know when they're going to happen. You can have one any time. This new car, though, will protect you, and it will protect your family, and friends, too." (Story of Step-down with low center of gravity.)

"Yes, I can see that a new car would give me more protection." He is starting to justify his purchase.

"And sometimes it's dangerous to wait even until *tomorrow*. By the way, are the payments I quoted you okay?"

"Oh yeah . . . I could meet those payments, but . . ." He starts thinking, 'it might be smart to buy now'.

"Well, let me show you something you might want on your new car . . . this tinted Solex glass keeps out the bright sun's glare and makes driving more pleasant and safer. Nice feature, isn't it?"

"How much extra would that cost?" He's getting more interested all the time. By getting the prospect to consider several accessories, gradually the salesman brought the prospect closer to the signing point. He kept reminding him of the thrills and excitement of driving a new car and the dangers and dissatisfaction of driving his old car, and kept getting decisions on such things as the model preferred, the color, the equipment . . . and finally the terms . . . and said "Ordinarily we ask for several days in which to get a new car ready for delivery, but I know you want to start enjoying your car right away . . . so I'll ask the service manager to make a rush order on your car, and we'll have it ready for you to take home tonight. We'll have it all ready, with a new license, with gas and oil, and you can give your family a big surprise when you drive up in front of your home tonight. Give me your okay right here, and we'll get your car in the service department . . . and I can imagine the fun you're going to have this evening."

No cut-and-dried sales talk can be expected to work under all conditions. This is not intended to tell you what to say. It merely offers a possible solution to this kind of a selling problem. It establishes a selling principle. When your prospect says he "wants to think it over", why not try the following:

Agree with your prospect — lower his buying resistance. Get back into your selling process slowly — and gently. Agree with him that ANY new car is a delight to own. Gradually make him hungry to start driving a new car NOW.

Make him dissatisfied with his old car.

Remind him of some of the things he admitted he liked about your car.

Ask enough questions to find out what makes him hesitate.

Find out whether price or terms are an obstacle.

Keep selling the superiorities of your car.

Secure some more minor decisions—get him in the habit of deciding.

Keep building up his desire to have a new car TODAY. Make it easy for him to decide to buy now.

Reach the close by making him feel that he is acting wisely in choosing your car.

Offer some "special inducement" such as waiving the regular procedure and getting his car ready at once.

Compliment him on his buying decision.

Assure him of the completeness of the transaction. Make him feel that it's FINAL.

Make a definite date for delivery.

Remember that famous general, who when asked if he were ready to give up, replied "Hell, I've just started to fight?" That's the way to handle these "postponers". Just start with a little gentle persuasion . . . and keep on selling, and you'll be able to keep many deals out of the "unfinished business" class.

NEW IDEAS ARE OFTEN OLD ONES DRESSED UP

A well-known writer recently said that when he wanted a "new idea" he dug back into history. Some of our Song Writers must use this principle for many of our "newest" song hits have been traced back to popular melodies of a century or so ago. In fact, some of our "newest" selling ideas were used in the early days of the industry. We confirmed this the other day when we glanced through a manual published by Hudson back in 1916, which said "If you give people a chance, they'll *forget* you. You've got to keep on letting them know you're on earth and selling Hudsons. The things we see and do every day are apt to become old stories and wearisome to us. We are inclined to judge them from our own viewpoint rather than from the experience of the man who is hearing and seeing them for the first time. We must remember that they are **NEW** to him." This was good advice 36 years ago. It seems to us we've heard it recently.

SAME STORY FOR 40 YEARS

The importance of telling a good story over and over was emphasized vividly not long ago while waiting for a friend in a reading room when we chanced to pick up a worn copy of the National Geographic. The cover looked like today's, the contents seemed familiar, and we didn't notice that it was an old issue until we started glancing through the ads. Several of them seemed of another age until we chanced on an ad for Ovaltine. This ad looked as fresh as if it had come from this week's issue of the

SUGGESTED TOPICS FOR MORNING MEETINGS

MON. WHY NOT REVIEW SALES TRAINING FILM #1—AMERICA'S BEST BUILT CAR. IT WILL "PERK UP" YOUR SELLING PRESENTATION AND PROBABLY REMIND YOU OF SOME GOOD THINGS YOU MAY HAVE GROWN A BIT RUSTY ON.

TUES. THAT MONDAY IDEA ISN'T A BAD ONE. Why not review Training Films #2 and #3. A good story strengthens your confidence.

WED. GOOD PLAN TO GO OVER YOUR APPRAISALS for the past 45 days and see if any deals can be revived. Just because you didn't sell a car on the spot may not mean that they've bought or are not still in the market.

THURS. WHY NOT GO THROUGH EACH MAN'S PROSPECT FILE and clean it out. Select the good prospects and decide on a plan of action. Why not lend them a car to drive for an evening—take them out to call on a good owner—leave your Selling Portfolio for them to look over, or get them back to the salesroom for a new selling?

FRI. DECIDE ON 25 COMPETITIVE OWNERS each man is to concentrate on. When this list is sifted down to 8 or 10 then really put on the heat, meanwhile working on a new batch of names. Do this consistently and you'll seldom miss.

SAT. GOOD DAY TO CALL UP YOUR BIRD DOGS and tell them you'd like to send them a check . . . and get them excited about digging up prospects for you.

Saturday Evening Post. It told the same story we read today—an invitation to try the product and enjoy its nourishing qualities, its soothing effect and sleep-producing restfulness. When we looked at the date of the magazine we saw that it was a 1928 issue . . . 24 years old.

A couple of days later we mentioned the incident to a student of the history and progress of advertising, who said, "That's not as unusual as you may think. Some firms have been advertising in the same manner for 30 to 40 years. In spite of Ovaltine's consistent advertising for 30 years there are still millions who have never tried their product . . . so they must keep telling their story. They must get people to *try* their product.

"People may change in outward appearance and habits, but basically they are the same as they've always been. The largest selling book in the world is the Bible, and it hasn't changed its basic appeal to men since it first appeared. A sound, *basic* idea never loses its effectiveness."

MAHOMET

This prompted us to dig up an "oldie" that happened about a year ago down in West Virginia. It was a hot, sultry day. There hadn't been a salesroom visitor for 3 days. This salesman had worked over his bank of prospects, but none of them were ready to buy. He not only *wanted* a couple of sales, he *needed* them. As he sat and wondered what he could do to dig up an order or two he thought about a quotation from John Ray's English Proverbs written in 1678, "If the mountain will not go to Mahomet, let Mahomet go to the mountain." This principle is perhaps the basis of more good selling work than any ever established.

YOU GOTTA MAKE IT GLISTEN

He went out to the used car lot, selected the best looking late model Hudson he could find, and had it cleaned and polished until it glistened. He went over every rust spot, every dingy spot, every dirty spot, until the car shone like a diamond. Then he had a sign lettered to read "Must sell this car at once. Make me an offer." When he was all set, he drove to the center of the town (it wasn't a large place) and parked his car near the corner of a busy intersection, selecting a spot where people were inclined to stop and look in the windows of some of the better stores in that block. He wanted to find as many people as he could who were in a "mood" to look.

As he sat there in his car, several people hesitated and looked at the car but seemed to shy away. So, he got out of the car and stood about 20 feet away, in a not too conspicuous spot, and watched the people who stopped to look. Some were evidently only curious. Others indicated real interest. After a few minutes he seemed to be able to spot the ones who showed real interest for they took more time to look the car over.

6 PROSPECTS IN 4 HOURS

When he saw someone who showed interest he walked up and said "I've got to get rid of my car in the next day or so. Would you like to make me an offer for it?" This started all the conversation needed to sift the real prospects from the 40 odd "suspects" who stopped. In 4 hours—from 11 A.M. to 3 P.M.—he got the names and addresses of 6 people who said they might consider some kind of car within certain price ranges. One man bought the car the next day.

The plan worked so well that the next day he tried it with a new car—using his demonstrator which he had polished up like a gem. Again a sizeable number of people showed interest and he secured the names of several who said they'd consider a good deal.

THREE SALES RESULTED FIRST WEEK

Before the week was over he sold his demonstrator and two other cars. Unfortunately we do not recall the exact figures—how many "suspects," how many real prospects, nor how many actual deliveries, resulted. Nor do we know how long he kept up the activity. We do not know what became of him. But we **DO** know that the plan brought him three sales he *wanted* badly.

LET PEOPLE SEE YOUR MERCHANDISE

Old? Sure the plan is old.

Drive through the country and you'll find country merchants still displaying merchandise on their porches, or in front of their stores where passers-by can see it, just as they've been doing for 50 years—just as your grandfather or your uncle did fifty years ago. In the earlier days some of the more aggressive ones loaded a wagon full of merchandise and took it out to the people who lived in far-away places. **That** wasn't a new idea, either. There were vendors doing this back in the days of the early Romans.

Same principle that fellow used with the mountain.

WHEN YOU HAVE TO SAY 'NO'

At the top of our list of recommended reading is a tome by a Spanish Jesuit "Reader of the Scripture" who served with the College of Tarragona, and who wrote, in 1633, on "The Art of Worldly Wisdom." His name was Baltasar Gracian, and his works have been translated into many languages. One prominent reviewer said of his work "not food for babies and perhaps not philosophy for sages . . . but it's good spice . . . even though cocoa leaves may not be eaten for lettuce nor spirits be drunk raw."

Gracian knew people, and as salesmen must know people, his writings should be inspirational.

One of his passages reads, "Know how to refuse. Since you cannot accede to everything, or to everybody, it becomes important to know how *not* to accede. The No of one is more esteemed than the Yes of another . . . for a No that is gilded may be more satisfying than a Yes that is unembellished. There are many who carry an eternal No in the mouth with which they spoil everything. It always comes first, so that later, when they grant everything, such answer gives little satisfaction because of the bad taste provided by the first. Refusals should never be flat . . . hope must be kept alive to sweeten the bitterness of the refusal. Enjoy courtliness to fill the void of the denial and let pleasing words disguise the failure of action. Yes and No are quickly spoken but they demand long consideration."

TAKE IT OR LEAVE IT

One day while visiting a salesroom, a salesman who must never have read

SUGGESTED TOPICS FOR MORNING MEETINGS

EVERY DAY REMIND YOUR MEN OF THE CURRENT SHORTAGES OF MANY MAKES OF CARS, AND THE DIFFICULTY BUYERS ARE HAVING IN SECURING THE MODEL AND EQUIPMENT WANTED, AND POINT OUT THE UNUSUALLY FAVORABLE POSITION HUDSON MEN ARE IN. URGE THEM TO SOLICIT MORE OWNERS OF THESE MAKES WHO ARE BOUND TO BE RECEPTIVE TO THE IDEA OF GETTING A BETTER CAR AND BEING ABLE TO GET IT PROMPTLY. BUYERS MAY PUT OFF BUYING FOR A LONG TIME, BUT WHEN THEY DECIDE THEY WANT A NEW CAR THEY OFTEN WANT IT RIGHT AWAY. MORE CONTACTS WILL PROVE PROFITABLE. GET THEM TO DRIVE A HUDSON AND THEY'LL FIND IT HARD TO RESIST BUYING.

MON.

LABOR DAY
HOPE YOU HAVE A GRAND
HOLIDAY

TUES.

THE NEW HUDSON BULLETIN IS NOW READY FOR SHIPMENT. You've seen a specimen. A wonderful piece to hand a prospect who "wants to think it over," or who "isn't quite ready to buy." Also a fine mailing piece. Spend a few minutes digesting the contents of this excellent piece of literature, and plan to use it.

WED.

HERE'S A PLAN THAT HAS PRODUCED SEVERAL SALES for a new salesman in Detroit. He drives through newly developed residential areas and whenever he sees an old model car he stops and suggests a trade. People who live on the outskirts of town have to have dependable cars—it's their only means of transportation. He says he rings quite a few doorbells, and makes money at it.

THURS.

A BUILDER OF MEDIUM PRICED HOMES TELLS US THAT MANY OF THESE NEW HOUSES are bought by newly married couples who have saved up some money, and often they buy furniture, television sets, electrical equipment and new cars all about the same time. Thinks many of them would make excellent new car prospects. Some alert salesman grab this idea.

FRI.

WHY NOT SPEND A HALF HOUR THIS MORNING PRACTICING the best way of saying No, and handling objections as outlined in this issue of S. M. Try t-a-k-i-n-g y-o-u-r t-i-m-e to reply—gilding your No—keeping hope alive—lowering your buyer's resistance—and handling tough situations.

SAT.

KIDS WILL BE GOING BACK TO SCHOOL IN A FEW DAYS. Maybe the folks will need a better car. School Teachers will be back on the job, and they'll need cars. School Superintendents, Principals, other school officials . . . Business Schools, Colleges, Universities. You'll find Saturday sometimes a good day to get them to take a drive with you. Maybe today?

Gracian, was overheard to say to a prospect, "Well, that's our best offer, That's as high as we can go." The prospect had evidently remarked that he could get a higher allowance elsewhere. On another, similar, occasion a salesman was heard to say to a prospect, "Well, brother, if you can get that kind of an offer maybe you'd better take it. This is all we can offer you." Evidently this salesman had never heard of Gracian, either. Needless to mention, both customers left and probably never again came back to that dealership. Now we all know that it requires effort and generally costs money to bring people into our salesrooms and when they come in they're prospects to *some degree*. At least they're exposing themselves to our selling ability. A No that isn't gilded can drive them away.

"Know how to refuse . . . refusals should never be flat . . . hope must be kept alive to sweeten the bitterness of the refusal."

BE A SMOOTHIE

Suppose instead of these flippant replies either salesman had replied something like this, "Well, Sir, the offer you mention sounds very good, but we're known for our fair and liberal allowances and I'm sure we can meet any kind of competition. I'm sure we can satisfy you. Let's discuss this a little more. Let's see what your car is actually worth and whether we could raise our offer." . . . and so forth.

Wouldn't this sort of answer have "kept alive the hope" of a better deal, lowered the buyer's resistance and given the salesman another selling opportunity? Wouldn't the "pleasing words disguise the failure of action"? Wouldn't "employing courtliness to fill the void of denial" have been better selling technique?

KEEP 'EM COMING BACK

By getting the prospect to discuss the matter further, it might have been possible to show that even with a higher competitive allowance the net difference was greater, or that there was some unusual reason for the over-allowance. It would have given the salesman an opportunity to show how many Hudson advantages the prospect would have to do without on the other car regardless of the allowance. It would have offered an opportunity to get the prospect to

drive a Hudson overnight and again renew his interest in what he was buying rather than what he was selling. And, above all, this procedure would have left a kindly feeling with the prospect who certainly would have felt that everything was being done to give him the best deal possible, and that he was receiving every courtesy and consideration. Even if he had not bought he might have felt inclined to come back when he was ready for his next car.

GIVE AWAY ALL OUR PROFITS?

Let's assume another instance. Say a prospect is nearly closed, but suggests that if you'll throw in a set of Seat Covers he will buy.

Perhaps you've heard salesmen say, as we once did in such an instance, "Nothing doing, We can't give away all our profits and stay in business."

Wouldn't a "bad taste be created by the first No" even if he later acceded?

Wouldn't a better reply have been something like, "Well, Sir, a set of Seat Covers would look nice on your car. Maybe I can work it for you. I know you'd like to have them, and I'd like to see you get them. Tell you what I'll do. Take this car with the Twin H-Power (or some extra that offers an additional profit that will justify giving the Seat Covers) and we will make you a present of the Seat Covers you'd like to have."

"Pleasing words disguise the failure of action." Your apparent willingness to make this customer the donation he asked for would be apt to disarm him. "Hope must be kept alive," and this kind of reply would keep your deal alive so that if you had to make an alternative offer or come to some other agreement, you would still have the opportunity. If you're forced to meet a customer half-way with an alternative offer, one that's fair, presented in a pleasing manner and in an apparent effort to please him, your "courtliness" will often induce him to accept your terms.

AMBASSADOR AT LARGE

Develop a habit of making diplomatic replies and you will not only be a better salesman but you might possibly, someday become eligible as a candidate for the office of Ambassador At Large.

WHY HUDSON ENJOYS THE HIGHEST OWNER LOYALTY

If a prospect were to ask you "What is it that Hudson owners like about their cars?" Could you give a short answer? If you could, you'd be a marvel. Read some of the following excerpts taken from owner's unsolicited letters in our company files, and note what a wide range of features they cover. You'd just about have to reply that Hudson owners like the following:

OWNED 27 CARS—HUDSON BEST—SAFEST

Los Angeles salesman — "Hudson's 'step-down' feature gives the lowest center of gravity, brakes are better than any other car as the mechanical foot brake takes hold in an emergency, so I say Hudson is the safest car as well as the best car money can buy, and I bar none. I've owned 27 cars; Hudson beats them all."

HAVE JUST ABOUT PLAYED THE FIELD

Seattle clothing man — "My wife and I have just about played the field in cars—many different makes—but we never have found anything like a Hudson. My wife says it drives itself, and that's about right . . . What an automobile."

NO REASON TO CHANGE AFTER 26 YEARS

Washington, D. C. transportation supervisor — "I have owned Hudson products since 1926 and see no reason to change."

OWNED MANY OTHERS—HUDSON BEST

Detroit Insurance salesman — "Not one car (among several popular makes mentioned) could equal your product in ease of handling, riding comfort, sense of security and after rolling, quietness. The past year has added to quality of stamina, dependability and surprising economy. I am a confirmed Hudsonian from now on in."

PREFERRED TO PREVIOUS CARS

Insurance Agent, Osage, Iowa — "Previously owned a B—, S— and N— but . . . must confess this car has far exceeded my expectations. It drives, rides and handles beautifully."

SUGGESTED TOPICS FOR MORNING MEETINGS

EVERY DAY WHY NOT MAINTAIN A "DRIVE" TO SEE HOW MANY GOOD OWNER LETTERS YOU CAN SECURE DURING THE WEEK. WHEN YOU HAVE SECURED A GOOD BATCH, HAVE THEM PHOTOSTATED LOCALLY AND GIVE EACH SALESMAN A SET—KEEPING A FEW SETS IN RESERVE FOR ANY NEW SALESMEN YOU MAY HIRE. SEND US A SET AT THE HOME OFFICE. (BE SURE TO SECURE THE WRITER'S PERMISSION TO USE HIS LETTER.)

THERE ARE TIMES WHEN SUCH LETTERS CAN BE VALUABLE—SUCH AS IN CLOSING.

FOR EXAMPLE, WHEN YOUR PROSPECT HESITATES, BRING OUT YOUR LETTERS AND SUGGEST THAT HE SEE FOR HIMSELF WHAT YOUR OWNERS THINK OF THEIR CARS.

MON. START HAVING EACH SALESMAN CONTACT SO MANY OWNERS every day this week. When they find one that's particularly enthusiastic make an appointment to drop over and see him. While there suggest that you'd like to spread his enthusiasm and ask him for a letter. Make each letter bring out a different advantage if possible. Use the excerpts from letters in this issue of S. M. as a guide. Always get specific facts when available — exact mileage on the car, exact gas economy secured, exact cost of maintenance, and so forth. Don't always expect glowing testimonials. Sometimes they look more real if the owner airs a little complaint.

TUES. GOVERNMENT EXPENDITURES ON DEFENSE PROJECTS IS STEPPING UP. Many firms adding personnel, working extra hours. These workers invariably make good wages, and feel assured of steady employment for a long time. Make a list of such firms in your community (if any) and line up a few "key people" in each plant as Bird Dogs.

WED. WATCHING THE NEWSPAPERS FOR WEDDING ANNOUNCEMENTS PAYS OFF for one salesman, who contacts these newly-weds and suggests that a new car would add to their happiness. Many of them have saved up money for this period of their lives and are in a mood to enjoy life. He sells many used cars, as well as new ones, through this scheme.

THURS. IF YOU'LL NOTE FROM THE EXCERPTS IN THIS ISSUE OF S.M. the number of people who "previously drove several other makes" and how much better satisfied they are with their Hudson, it should be an added incentive to call up more competitive owners and invite them to enjoy greater driving pleasure. Get them to drive a Hudson . . . that's all. Just get them to try it themselves.

FRI. SENDING OUT ANY MAILINGS THESE DAYS? Why not send out 10 copies of the new Hudson Bulletin to competitive owners every day and 3 or 4 days later phone and tell them you're the salesman who sent them the Bulletin, and ask if they've read it. Get into a conversation, give them a short selling and ask them to take a nice ride with you. Mailing the Bulletin first gives you a good excuse to start a conversation and makes your contact easier.

SAT. CLEAN UP DAY.

I cannot express myself in words about the wonderful product you have and will not hesitate to recommend it to my friends."

SAYS SUPER SIX SMOOTHER THAN V-8s

Dayton, Ohio, federal employee — "If my Super Six lives up to the durability claims by Hudson owners I have known, I will have nothing to dislike about the car. I have owned four V-8s before and I think I will stick to a six-cylinder if all the models run as smoothly as this six. I honestly can't say that the cars I previously owned ran as smoothly as this six."

RIDES LIKE A STREAMLINED PULLMAN

St. Louis, Missouri, telephone-company manager—"It rides as easily as a streamlined Pullman."

SMOOTHEST CAR ON THE MARKET

Detroit grinder — "The best, smoothest, most powerful car on the market."

FINALLY, A CAR THAT FULFILLS EVERY EXPECTATION

Occupation unknown, Corapolis, Penna. — "The performance of my Hudson has been a revelation . . . produces spectacular performance with seeming ease. After having owned four competitive makes in the past several years I am happy to have at last found an automobile that fulfills all my expectations of what an automobile should be. This car rides better than any car I have ever ridden . . . the way it takes curves and performs on rough roads is little short of perfection."

HANDICAPPED VETERAN APPRECIATES EASY HANDLING

Handicapped veteran, War II, Coeur d'Alene, Idaho—"Since it is necessary for me to drive with but one hand, the wonderful steering quality of a Hudson is of great advantage to me. I can heartily recommend to any purchaser of a new car that he can't go wrong in purchasing a Hudson."

AVERAGED 19.6 M.P.G. ON TRIP

Madison, Wisconsin, frozen-food salesman — "On a recent trip to the West Coast in a '51 Pacemaker, I averaged 19.6 in gas mileage; there was no oil consumption at a cruising speed of 65 miles per hour. Absolutely troublefree. I felt as though no other car could give me more per dollar."

22 MILES TO GALLON AFTER 75,000 MILES

Lady in Whittier, Calif. — "It is only recently, after 75,000 miles, that we have had the valves ground. Gave us 22 miles to the gallon on our last trip . . . this testimony of the durability of the Hudson car is unsolicited."

ORIGINAL PISTON RINGS AFTER 125,886 MILES

Nashville, Tenn., lawyer — "On August 12, 1941, I bought a Hudson 6—I am still driving this car—after 125,886 miles. It has original piston rings . . . I add a

quart of oil every 500 or 600 miles now. I'm about to buy a new car . . . A Hudson, of course.

85,000 MILES—UPKEEP NON-EXISTENT

Owner in Cleveland, Ohio— " . . . travelled close to 85,000 miles . . . happy to inform you that during that period my upkeep cost was virtually non-existent, with the exception of an occasional motor tune-up. Oil was changed about every 3,000 or 4,000 miles with none added between changes. . . . I am one of your best 'unpaid salesmen' . . ."

HAULS A 2½ TON TRAILER

Owner in Orlo Vista, Florida—"The Hornet is performing just fine and is giving me very good mileage . . . also, as you know, we never have to add any oil between changes . . . I like it the best of any car I've ever owned . . . When it comes to handling a 2½ ton trailer I think the Hudson Hornet is the best car made today for the job . . ."

90 MILES AN HOUR IN 45.3 SECONDS

Air Force jet pilot from Milwaukee, Wisconsin—"My '51 Pacemaker performs as follows: Actual stop-watch timing, standstill to 90 miles per hour in 45.3 seconds. Not bad—almost as good as our jets. Jets actually aren't must faster on initial take-off acceleration."

FASTEST ACCELERATION IN HIGH GEAR

Memphis, Tennessee, manufacturing foreman—"It has the fastest acceleration in high gear of any car I've ever driven."

LIKES LOW COST OF UPKEEP

San Antonio, Texas, salesman — "Hudson owners are found to give their cars a good boost—they are excellent automobiles. I like the low cost of upkeep, safety and performance."

HIGH TRADE-IN VALUE

Gary, Indiana, insurance executive — "The car . . . has high trade-in value."

CONSIDERS HUDSON A POOR MAN'S CAR

Gary, Indiana, boilermaker—"I think the new Hudson is a dependable car and the best-looking car on the road, and I don't care who knows I said it. P.S. It's a poor man's car to buy and keep."

STRONGLY CONSTRUCTED FRAME SAVED LIFE

Lady in Ortonville, Michigan—" . . . if it hadn't been for your strongly constructed frame my husband would not be alive today . . . people come into the station where my husband works and see that car and marvel . . . what more could anyone ask of a car? This is undeniable proof of the safety of a Hudson . . ."

Now . . . why does Hudson enjoy the greatest owner loyalty in the industry?

THE SHOW MUST GO ON

The late Paderewski, pianist-composer-statesman, during a stay in Chicago, almost drove other hotel guests frantic as he kept practicing simple piano exercises in his room. When a neighboring guest finally knocked at his door and complained, the famous pianist quietly explained that the complete mastery of music could only be obtained through constant obedience to the most elementary rules. "Harmony cannot be acquired in any other way" said the Polish Master. "It is necessary that I practice my exercises every day. If I miss a day, I notice it. If I miss two days in succession, my wife notices it. If I miss three days, my audience notices it."

Anyone who deals with the public has a critical audience. He must contend with many types of personalities and cater to whims, prejudices and eccentricities. Salesmen know this, and sometimes find it trying. There are those inevitable "off" days when we don't feel too sharp, and are inclined to ease off a little in our work. If there weren't the rent and grocery bills to prod us, we might be induced to take a few days off. These kind of days make us look for excuses and alibis.

AUTOMATIC

Of course, this feeling isn't restricted to salesmen. We all have to force ourselves to work. Many a surgeon, for example, has found himself almost ready to drop with exhaustion, yet has forced himself to perform a delicate operation because it was his duty to prolong a life. You recall the incident of the famous actress, who,

SUGGESTED TOPICS FOR MORNING MEETINGS

EVERY DAY WHY NOT TAKE ONE-PHASE OF SELLING AND APPLY THE PRINCIPLES OUTLINED IN THIS ISSUE OF S.M.?

FOR EXAMPLE, START WITH "COLD APPROACH", HAVING EACH SALESMAN TRY HIS METHOD ON OTHER SALESMEN. THEN WORK ON A TELEPHONE APPROACH AND CONVERSATION. THEN TRY HANDLING OBJECTIONS, OVERCOMING POSTPONEMENTS, USING THE PORTFOLIO TO PROVE STATEMENTS, AND SO FORTH.

PRACTICE OFTEN HELPS US DISCOVER THAT WE HAVE MUSCLES AND FACULTIES THAT HAVE BEEN NEGLECTED . . . AND IT DOES THE SAME IN SELLING WORK.

WHY DID YOU LOSE A CERTAIN DEAL? SURE YOU DIDN'T NEED A LITTLE PRACTICE?

MON. A SALESMAN TOLD US THE OTHER DAY that he found his sales falling off and started analyzing himself. He found he'd been making fewer solicitations. Putting himself on a minimum of 10 solicitations a day he found things picking up, and soon had his volume up higher than ever. Give yourself a quota of contacts . . . and see what a difference it makes.

TUES. GOOD DAY TO DO SOME PLANNING. Where are you going tomorrow? Where can you find some prospects? How can you make your time most profitable? What neglected things are there to clean up? How's your demonstrator working? How clean is it? You may not follow all your plans but you'll do more with a goal in sight.

WED. APPOINTED ANY NEW BIRD DOGS RECENTLY? Good day to line up a half dozen.

THURS. DRIVE THROUGH A RESIDENTIAL DISTRICT and every time you see a new house or building going up, stop and talk to the foreman and workers. Good approach is to mention a most unusual used car you've got . . . and work up to a new car.

FRI. CALLED ON ANY NEW OWNERS RECENTLY? Best prospect-getters in the world when you cultivate them and get them on your team. Why not talk to a dozen or so today?

SAT. GRAND TIME OF THE YEAR. People like to get out in the country. You can often get people to take a demonstration by inviting them to go for a nice drive. Try this on some "hard" ones.

just as she started out from the wings was told that her mother had just died, yet because she felt an obligation to her audience she went on with a brilliant performance and her admirers never sensed her innate grief. The papers reported an incident in the major leagues last week of a ball player who broke a bone in his hand, yet because he had the fighting spirit kept on playing and finally belted a homer that won the game for his team.

How could these people do such fine work in the face of such adversity? Because continuous and never ending practice had developed in them such a high degree of perfection they could carry on under handicaps.

JUST FOR CHAMPIONS?

Every champion we ever heard of did a world of practicing. Every leader in the arts, sciences, or industrial world has to constantly keep his hand in. The higher a person gets in their chosen field the more important it becomes to keep fit. A leader can't coast and remain a leader.

Unfortunately no one has yet developed a capsule you can swallow at one gulp that will take the place of this elementary rule. Few people like to practice because it's work. Ever since we were kids we've tried to find a short easy way of getting to the top. No one has ever done it.

MAYBE YOUR DIFFERENT

Perhaps *you* don't think you need to practice. Perhaps you have an approach that instantly attracts the undivided attention of strangers and holds this interest until you get the order signed. Perhaps you have a telephone approach that entrances your listeners and works every time. Perhaps your road demonstration is so convincing you have no trouble getting the order. Perhaps your statements are so logical and impressive that your prospects never question anything you say. Perhaps you don't need to back up your selling claims. Perhaps the old rule that "a salesman should prove every statement he makes" doesn't apply in your case.

No . . . possibly you don't need practice.

Maybe that's for musicians, singers, actors, race horses, swimmers, public speakers, ball players . . . not for you.

Perhaps you can so effectively handle an objection to your appraisal that you never lose a deal. Maybe you plan your work so well that you never waste time between calls or in waiting for appointments or when you're on floor duty.

But for thousands of years people who wanted to reach the top have found that it required constant work to become proficient.

It is said of the noted artist Leonardo Da Vinci that when he found he could not get the exact likeness he wanted for a human hand he painted one more than a hundred and fifty times . . . and kept at it until he was finally able to secure the natural effect he wanted.

Practice.

CONSOLATION

There's a consolation to practice. After you've done a thing a few times it invariably becomes easier. After awhile you learn to do a thing in a way that gets the results you want . . . and thereafter you learn to do it the right way automatically.

Perfect a presentation of your car and you go through a logical routine and tell a complete story. Interruptions don't bother you, you can keep your poise and be patient with the most unreasonable prospect. Learn to handle objections, postponements, indecisions and the other hazards of selling in an efficient manner, and you handle them in your stride . . . like the ball player who stepped up to the plate, and in spite of broken bones in his hand, whammed a homer over the fence.

Practice helps us re-discover neglected faculties, as those first few days of spring call your attention to some neglected muscles after you've mowed the lawn. It recalls forgotten talents. It helps develop a better style.

As Mr. Paderewski so aptly said: "Complete mastery . . . can only be obtained through constant obedience to the most elementary rules."

WHAT'S NEW IN SELLING?

By now most Hudson dealers have received at least six Sales Training Films:

Product Training:

- America's Best Built Car.
- America's Safest Car.
- America's Most Durable Car.

Each of these films emphasizes certain strong selling advantages. Each film also tells quite a complete story. Each feature is completely illustrated.

In addition, companion films have been sent out, covering:

Selling Procedure:

- The Salesman's Job.
- How to Find Prospects.
- Demonstrating Hudson Features.

Currently being shipped are:

- Hornet vs Olds 88—a competitive comparison.
- Handling the Appraisal.

In process and to be shipped soon:

- What Stock Car Races mean to the Buyer.
- Overcoming Buying Objections.

Numerous others are "in the works". The complete set of Training Films will eventually comprise one of the most complete and powerful selling courses ever produced.

Seating a new salesman in a quiet spot and having him go through these films over and over until he knows their story, is one of the satisfying and easiest methods of training salesmen that has ever been devised. An additional advantage is the interesting manner in which they refresh a salesman's memory when used again later.

SUGGESTED TOPICS FOR MORNING MEETINGS

EVERY DAY WHY NOT GIVE EACH SALESMAN 5 OR 6 POPULAR ACCESSORIES — SUCH AS SUN VISOR, WINDSHIELD WASHER, BACK-UP LIGHT, OR ITEMS YOU MAY BE WELL STOCKED WITH — AND HAVE HIM CALL ON OWNERS SOLICITING THEIR WELFARE.

IN THE COURSE OF CONVERSATION HAVE HIM SUGGEST THAT HE HAS SEVERAL ITEMS IN HIS CAR THAT MIGHT ADD TO THE OWNER'S DRIVING PLEASURE . . . AND ASK HIM TO LOOK AT THEM. THE PROFIT FROM THE SALE OF 2 OR 3 ITEMS OR MORE A DAY WILL MAKE HIS OWNER CALLS DOUBLY PROFITABLE, AS THESE CALLS SHOULD ALSO RESULT IN SECURING PROSPECTS BESIDES DEVELOPING GOODWILL.

MON. WHY NOT HAVE EACH MAN make up a work schedule for the week. The competitive owners, Hudson owners, bird dogs, and key people he will solicit. The people he will send mailings to and then phone. The demonstrations he has scheduled. The deals he will follow up. Then, his "fill-in" activities, such as cold canvass; placing "will-you-takes"; working on route men, workers in the building trades; soliciting at mills, plants and factories at lunch and shift-changing time, etc.

TUES. SET YOURSELF A QUOTA of so many demonstrations today, and start out to get them.

WED. CALL ON 2 HIGH SCHOOLS TODAY . . . offer to put on a show, using one of your Training Films — probably "America's Best Built Car". Go from class to class in each school, using suggestions in this issue of S.M.

THURS. FOLLOW UP YOUR WEDNESDAY ACTIVITY by offering to put on a show for some luncheon club or civic organization. Get more people to know more about Hudson. You can tell this story to 50 people as easily as you can to one. Multiply yourself. Spread out. These films are terrific.

FRI. WHY NOT TRY THE PLAN numerous successful salesmen use — select owners in a certain classification of interests, such as laundrymen, bankers, grocers, dentists, etc., and work others in the same business, using your owners as a good reason why their fellow men should investigate Hudson.

SAT. CLEAN UP DAY.

THEY'RE POWERFUL

But there's another TREMENDOUS value to these product films when used in actual selling work.

In the first place, people like to sit down, relax and look at pictures. They like to think they are looking at confidential material. So, when you induce a prospect to look at a Training Film you have him in a receptive mood. That's always a favorable selling factor.

These films present a story in logical order . . . they explain each selling point clearly so a prospect can easily grasp its significance . . . they go into greater detail than the typical verbal presentation of a salesman and they do a whale of a job of persuasion.

One dealer who has used them often in selling cars, says "anyone who doesn't use these films is old fashioned — trying to sell the hard way".

ANOTHER USE

There's *still another* exceedingly profitable use of them. This is the "group-building" of interest and good-will through the showing of them to Luncheon Clubs, Schools, various Community Groups and the like. One dealer reported that when he showed a film to one class in a local high school, another class insisted upon the same showing. Then another class asked for it, and soon he had covered several classes. The youngsters told their parents what they'd seen, and parents started coming into his salesroom to see the cars the youngsters had told them about. The results from this school showing were so pleasing he extended his showings to local luncheon clubs, social and business groups and associations and found so much interest among them he kept up the showings until he wore out his original record on America's Best Built Car and had to order another. And he said the wave of

interest created in Hudson was worth several times the effort it took. It brought in numerous sales he would not otherwise have probably made.

BE DIPLOMATIC

Now, there's always a good way to do these things. If you, for example, were a member of the local Kiwanis Club and asked permission to show a film telling about the features of a Hudson, you might get turned down, because if you put it this way your suggestion might be construed as strictly a selling promotion on your part.

But, if you offered to give a talk on "The Methods Used by Modern Manufacturers to Train Salesmen" . . . or "Some of the Things Today's Salesman Must Know About His Product" . . . or "The Inside Story as a Salesman Sees It", or some other pertinent subject you might develop great interest. You could then use the film to illustrate your talk on the methods Hudson uses.

There's a great public curiosity about the way good salesmen are developed. Most merchants, officials and business leaders recognize the value of good salesmanship. An address on the subject would generally be welcomed, and this would give you an opportunity to show a product film and do some "back door selling".

Let these films help you sell . . . let them help you develop greater public interest in Hudson . . . *in addition* to helping you train salesmen . . . and they will prove the best investment you ever made.

There are *three distinct* uses for these films — all profitable. This applies to dealers, sales managers and salesmen . . . everyone who meets the public in a selling capacity.

These new Training Films are an answer to "What's New in Selling?"

KEEP YOUR EYE ON THE PEAK

One of the best salesmen we ever knew looked less like what we *expected* a fine salesman to look like than anyone we've ever known. A hulking, 225 pounds of red-headed Irishman, he had a smile and personality that made you forget his homely appearance. As soon as he started talking you almost loved him. He not only was a great salesman, he had the ability to tell others how to make the most of his selling knowledge.

He was our first Sales Manager. When, as a tender youth, we applied for the job of salesman our only qualification was a world of nerve, and a colossal ambition to make some of the big money we had heard that good salesmen made. If there was ever raw material we were it. After a few days reading up on the product, receiving some coaching, and being equipped with some catalogs and price lists, we were about to start out in a territory 200 miles from home (with more nervousness and anxiety than Columbus went through when he started on his uncharted course across the Atlantic), when the Boss called us in and gave us a talk we've never forgotten. It was so helpful it occurs to us that it might help some other new man, so we repeat it as we remember it after these many years:

PEAKS AND VALLEYS

"My boy, you're going to find that a salesman's job is something like climbing a mountain range. You're literally going to be climbing from one peak to another. You'll be high one day and low the next. You'll call on people and ask them to buy and they'll refuse and this is when you're down in the valley. Then you'll find some-

SUGGESTED TOPICS FOR MORNING MEETINGS

EVERY DAY TODAY'S SALES DEPEND LARGELY ON HOW MANY PEOPLE WE GOT TO DRIVE OUR CARS LAST WEEK OR LAST MONTH. NEXT WEEK'S SALES OR NEXT MONTH'S SALES WILL DEPEND LARGELY ON HOW MANY PEOPLE WE GET TO DRIVE THEM THIS WEEK. EVERY DAY MUST YIELD ITS SHARE OF PROSPECTS OR THE FUTURE WILL SUFFER. IMPRESS THIS ON MEN WHO ARE NOT SECURING ENOUGH NEW MATERIAL TO WORK ON, AND SHOW THEM HOW TODAY'S WORK AFFECTS THEIR FUTURE.

MON. WHY NOT HOLD A HALF-HOUR SESSION, using this issue of SM as the topic? By taking a typical example you can point out how many calls are needed to produce a given number of prospects, and how much selling work of an essential nature must be done to produce a given number of sales. Working backwards from sales, set up a daily quota of Mailings, Phone Follow-ups, Demonstrations and Appraisals. Then check every day to see that this is done. This is the "valley work" that puts a salesman on top of the peak.

TUES. DRIVEN ANY OF THOSE LATE MODEL COMPETITIVE USED CARS LATELY? No better way to realize what an owner of one of these cars puts up with and how much more driving pleasure a new Hudson would give him. Go out to the Used Car Lot and take a late model Buick, for example, and drive it around for 15 minutes then come back and get into your demonstrator. Then tell some Buick owners what they're missing and get them to see for themselves.

WED. HOW ABOUT PHONING A DOZEN BIRD DOGS THIS MORNING . . .

THURS. AS YOU DRIVE AROUND TODAY keep your eyes peeled for owners who may seem to have time to talk, such as people parking their cars, standing around idly, or lounging on the porch or steps of their homes. Stop and get them to take a ride with you. Chances are that someone in their family or circle of friends IS in the market.

FRI. PLAN TO TALK TO 10 NEW PEOPLE ABOUT A CAR TODAY . . . that is, in addition to the other selling work you may do. Be sure they're new—people you've never solicited before. Do this every day for a week and you'll find some excellent results.

SAT. CLEAN UP DAY. Line up those hot prospects and get them in to talk about a "deal". Send them out in new cars.

body who will give you an order and you'll be up on the peak. When you're up on the peak you'll be about the happiest person in the world . . . everything will look beautiful and you'll be bursting with pep and enthusiasm, and you'll think you're a good salesman because you've closed a deal.

"Now . . . this is what I want you to always remember: when you start for the next peak you've got to go down in that valley and work your way up again. And when you're down in the valley you've always got to keep your sights on the next peak. You must never get discouraged while you're down in the valley because no one every stays in the valley long if he keeps climbing towards the next peak. The way to reach the peak is to keep talking to so many new people every day that you'll find someone to buy and put you up on top again. You see, you can never sell anything until you find someone to buy it. The peaks you reach depend on the number of buyers you develop down in the valley.

TODAY'S WORK AFFECTS TOMORROW'S SUCCESS

"There may be times when it seems that it takes a long time to get to that next peak, and I'll tell you why. It's because somewhere along your way you didn't secure enough prospects. It may take 2 or 3 weeks, or a month, to close a deal, so you must always work ahead of yourself. The prospects you find today are the ones who will put you on the peak next week or next month. Whenever you fail to work enough in the valleys you delay your arrival at the peak. Your success will always depend on how many good prospects you *keep developing all the time*.

LEARN AS YOU SELL

"You're just starting out to sell. You have many things to learn. You can't expect to become a Master Salesman overnight. A youngster goes to school for 6 to 8 years, then he goes to High School for 4 years, then if he completes his training he goes to college for another 4 years. **IT TAKES YEARS OF HARD WORK TO BECOME AN 'OVERNIGHT' SUCCESS.** You can't afford to take several years off to learn to sell . . . you've got to learn as you sell . . . so promise yourself to learn a little every day, and keep in mind that you learn from *mistakes*. Every time you do the *wrong* thing, or neglect to *do something* at the right time, make a note to do better on your next deal.

TALKING ISN'T SELLING

"Another thing—talking isn't selling. There's a vast difference between mere words and selling language. You waste time talking . . . you make money selling. Follow the rule, 'Less talk, more *show*. Less talk, more *do*.'

"For instance, until you'd been shown a television set it would be hard to sell you one. People don't buy until they understand how the product will benefit them. People don't buy products, they buy the benefits they secure from them. So you must *show*, or demonstrate, what you can do for them. And, you must get more *do*. Get your prospect to actually try your product and satisfy himself that he would gain from buying. Get him to say he likes it, would like to have it, will buy it. That's what we call 'do'.

YOU MAY BE A NICE FELLOW

"Now, you're a nice young fellow and some folks might like to help you get along, but people won't sign your orders because of that. The only time they will ever sign an order is when they find that your product can do them some good. So don't talk about yourself, talk about them. Don't say me, say you. Your buyers will not buy to help you out, they buy to help themselves. And they only buy after you've shown them how they would be better off.

DON'T WORRY ABOUT THE DEAD ONES

"One more thing, don't let things annoy you . . . learn to forget. Forget those people who take up your time and keep putting you off and never buy. The minute you slam the door on a man who isn't a prospect, get him out of your mind. For every man who says he can't or won't buy, there are a hundred who will. So when you get turned down, don't let it bother you . . . because you can't sell everybody you call on. Figure that you're just one step closer to the many who will buy.

EVERY PEAK HAS A PRICE

"If you've got to call on so many people down in the valley before you find the man who will put you up on the peak, then get busy and make these calls. Just figure that this is a part of your job. The price of every peak is asking so many people to buy. Pay the price and you'll make the peaks.

"No man stays down in the valley if he follows the rules. I hope you'll turn out to be a good climber. Good Luck."

HERE'S A GOOD "APPROACH" TO OWNERS

There's a rule in selling: "Always have a pleasing and helpful message for your customers (owners) when you solicit them. Don't make them feel that you merely called to get an order."

Ever try this? "Mr. Jones, this is Bob Thomas of the City Hudson Company, just wanted to ask you whether you've been enjoying the Hudson Newsletter we've been sending you?" Then you might ask how his car is performing, what you can do for him, and finally whether he has heard anyone mention buying a new car.

Such a contact would:

Convince your owner that you were interested in him.

Probably increase service business.

Possibly develop a prospect or two.

Find out how close your owner was to a new car.

The question may pop into your mind "Do owners like the Newsletter well enough to use it as a subject of approach?"

Periodically we send out questionnaires to find this out. In July and August we sent, as an instance, 500 questionnaires to a list of Editors, Columnists, Writers and Commentators who are on our company list. A high percentage of replies were received, which summarized, showed that:

95% said the Newsletter had been helpful.

93% reported that they glanced through it regularly.

88% said they had quoted from it.

94% asked to continue receiving it.

Among their remarks, were:

"Your Newsletter is tops — one piece of mail that is really interesting and useful."

"Have used your information about new products several times."

"Brightest thing in my mail. Makes me wonder why I didn't think of them first. The reason is obvious."

"It's a honey!"

"Keep it up. A good job."

"Hudson Newsletter is well edited, is interesting, alert, and I would like to receive it regularly."

SUGGESTED TOPICS FOR MORNING MEETINGS

EVERY DAY WE ALL GET TIRED OF TELLING THE SAME OLD STORY OVER AND OVER AND ARE ALWAYS ON THE LOOKOUT FOR A NEW, FRESH ONE. IN THIS ISSUE OF S.M. IS A SUGGESTION THAT MAY PROVE HELPFUL. THE MAIN THING, HOWEVER, IS TO GET IT USED. SO, EVERY MORNING COACH YOUR MEN ON A GOOD TELEPHONE APPROACH TO OWNERS, AND HAVE THEM CONTACT AT LEAST 5 TO 10 EVERY DAY.

MON. GOOD IDEA TO HAVE EACH MAN spend so much time in the service department during the week, talking to service customers. While they're waiting ask them to drive your demonstrator a few miles . . . or offer to drive them back to their office . . . or loan them your car overnight. Their car wasn't in the best of condition . . . which is why they brought it in. This fact will make your new car seem even more intriguing.

TUES. MAKE A LIST OF "KEY" PEOPLE — people who influence others — and invite them to drive your car some evening. Then call them often and ask for names of people they've talked to, who might be prospects.

WED. KNOW ANY INSURANCE ADJUSTERS? Men who settle insurance claims for accidents? They can tell you the names of numerous people who may need new cars.

THURS. IN ADDITION TO INSURANCE ADJUSTERS, police officials, newspaper reporters, hospital employees, etc., can tell you about cars involved in accidents which need replacement.

FRI. BEEN OUT TO YOUR LOCAL AIRPORT LATELY? Airline employees like cars with plenty of get-away and performance, because they're used to planes. They like Hudsons. Many buy them.

SAT. THESE FALL DAYS THE WOODS ARE GENERALLY BEAUTIFUL. Why not invite some likely looking competitive owners for a trip to see the fall colors? Then get them to drive part of the way. Fine way of generating interest and developing prospects.

We also mailed questionnaires to a cross-section of owners on Hudson dealers' lists, and again a high percentage of replies were received from the following:

**CARLSON SALES COMPANY,
ROCKFORD, ILLINOIS**

89% replied that they read the Newsletter regularly.

The average number of readers per copy was 2.1.

85% reported that the Newsletter helped them enjoy their Hudson.

89% requested that we continue to send it.

Some of their remarks were:

"Just keep it coming."

"I think you have a very good Newsletter. I enjoy reading it."

"Do not believe I have any improving suggestions to this outstanding paper."

"No, I think it is quite complete and like it as it is."

"Keep it up."

"Very enjoyable."

"We have two Hudsons — one 1950 and my wife drives a 1937 — still looks and runs like new — we enjoy everything in the Newsletter."

Similar inquiries to people on the list of

**STRONG AND LUFF MOTOR COMPANY,
SALT LAKE CITY, UTAH**

resulted in:

89% replied that they read the Newsletter regularly.

They reported an average of 4.3 readers per copy.

75% said the Newsletter helped them enjoy their Hudson (25% did not reply to this question).

98% asked that mailings be continued.

Among the remarks made, were:

"More economic news."

"Just keep sending it — we certainly enjoy it."

"I enjoy reading the Newsletter as it is in its present form."

"Give us more information how to get the most out of our Hudson."

"Gas mileage information. Starting in winter."

"Good material, hear it quoted by wise-crackers frequently."

"No — very good now."

"Even the local newspapers 'pick-up' material from this Newsletter."

"Enjoy it very much."

A comparable survey to the

**HUDSON COLUMBIA MOTOR COMPANY,
COLUMBIA, SOUTH CAROLINA**

listing showed this:

95% said they read the Newsletter regularly.

They reported an average of 2.7 readers per copy.

96% said it helped them enjoy their Hudson.

96% wanted to continue receiving it.

Some of the remarks made were:

"Very good."

"More tips on how to take care of your Hudson — also more on racing of Hudson Hornets."

"Very good as is."

"Keep sending it. Wish it were a weekly."

"More tips on how to care for a Hudson. Also new Hudson ideas."

"More of the same."

The mailings to the names on the

**HAMLIN MOTOR SALES,
WATERTOWN, MASSACHUSETTS**

list averaged out:

96% wrote that they read it regularly.

They reported an average of 2.9 readers per copy.

97% reported that the Newsletter helped them enjoy their Hudson.

100% asked that mailings be continued.

Among the remarks received:

"Enjoy over-all picture of car situation. Good format and easy to handle."

"More about Hudson and its care."

"Continue the quips, which, by the way, are very enjoyable."

"Hudson Newsletter Supplement is excellent — enjoy helpful hints in running my car."

"Only one suggestion — KEEP IT COMING."

"Tell us more about new model; also features adaptable to older models, 50-50."

"No, everything seems well covered with a lot of helpful hints."

"Advance notice of design styles changes should be given to subscribers and news of future ideas."

* * * * *

Frequent contacts with owners are always profitable. Most owners are grateful for the Newsletter and it provides a good subject for discussion.

POST OFFICE CORRECTIONS are now being made. Dead names, incorrect addresses, people who have moved, and so forth, are being removed. Dealers will be advised of any such changes.

DUPLICATE MAILINGS — In the September Newsletter we asked readers to advise of any duplicate mailings. These will be removed as replies are received. A recent survey of a cross-section of lists comprising several thousand names revealed less than 1% duplicate mailings. This current request to readers should result in securing reasonably clean mailing lists.

A POWERFUL CLOSING ARGUMENT

Suppose you were trying to close a deal after having gone through the various demonstrating and selling steps, had seated the prospect at your desk and worked out a deal that would permit him to buy a car on monthly payments of say, \$62. He had presumably given you the impression that he could stand such terms but stalls about signing. You know that there's something that's sticking in his mind but what is it? He seems completely sold on the car, your appraisal figures seem okay, and the terms are apparently satisfactory, but he hesitates. You need a "clincher".

Ever try to switch his thinking by selling the advantages offered by buying a car on time? Sometimes it's all you need.

For example:

MORE THAN JUST A PAYMENT

"Of course, Mr. Blank, when I quoted you monthly terms I should have told you that this time payment plan includes many more benefits than just the payments on your car. Our Time Payment Contract, in the first place, finances your car at a lower rate of interest than most finance companies, or even banks, charge. So you pay very little for the privilege of spreading out your payments over a number of months.

DEATH PROTECTION

"But our plan is more than merely a convenience . . . it has many additional advantages. If, for example, you should pass away before your payments were completed, your family assumes no unpaid burden. Your contract provides that all your payments will be completed for you and your car will be turned over to your family free and clear.

SUGGESTED TOPICS FOR MORNING MEETINGS

EVERY DAY CHECK EACH SALESMAN FOR A "BALANCED" SELLING PROGRAM. IS HE CONTACTING ENOUGH NEW PEOPLE EVERY DAY; IS HE CALLING ON OWNERS, FOLLOWING UP BIRD DOGS, LOANING HIS CAR TO LIKELY PEOPLE ONCE OR TWICE EVERY WEEK? IS HE "COLD CANVASSING" COMMUNITY SHOPPING CENTERS; PUTTING OUT "WILL-YOU-TAKES"; VISITING PLANTS, MILLS AND FACTORIES AT LUNCH TIME? IS HE SENDING OUT LITERATURE, MAKING PHONE FOLLOW-UP CALLS? IS HE MAKING ENOUGH DEMONSTRATIONS AND SECURING THE RIGHT PROPORTION OF APPRAISALS? HOW IS HIS CLOSING TECHNIQUE? IS HE "EXPOSING THE BOSS" TO EVERY QUESTIONABLE DEAL? WHAT IS HE LEAVING UNDONE?

MON. HOW ABOUT A 20-MINUTE DISCUSSION ON "How I find prospects", having each man offer his best ideas.

TUES. A ROUND TABLE DISCUSSION ON "HOW TO SELL DODGE OWNERS" (or any other group of competitive owners) should bring out some worth while suggestions. Then get busy and go after some of these owners.

WED. ASSIGN A LATE MODEL COMPETITIVE MAKE USED CAR to each salesman to drive for at least a half hour. When they return assign so many owners of each make to the man who drove that make. Example: to the man who drives a '50 Buick — give 50 names of 1950 Buick owners to contact. He should be able to tell quite a story on what he found out.

THURS. SCHOOL TEACHERS AND OTHER SCHOOL EMPLOYEES have had a few pay checks since returning from their vacations and many will be ready to talk about a new car.

FRI. CALLED ON ANY NEW CONSTRUCTION PROJECTS LATELY? New homes, office buildings, street construction, manufacturing plants — or anywhere new building is going on. Lots of this nowadays, and these workers earn big money and buy cars.

SAT. LINE UP EVERY HOT PROSPECT and try to close him over the week-end.

FIRE, THEFT, FLOOD, RIOT, ETC.

"Your contract also protects you in event of all common emergencies such as fire or theft. If your car should be damaged or destroyed by fire, or if it should be stolen and not recovered, you would be paid its value in full. You're protected in case of flood . . . or if a falling aircraft should damage your car. You're protected if a riot or strike, or an explosion of any sort, should cause damage or wreck your car . . . or if you should suffer injury through vandalism or pilferage. Some of these are more common than you might realize, but if any of them should happen to you, you are completely covered by your finance contract.

"There's another feature that is worth any amount of money at times . . .

TRAVEL EMERGENCY

"If you should have an accident or emergency while driving — no matter whether you're travelling away from home or right in your own town — you have a Travel Emergency Certificate that provides credit for car repairs. No matter where you are — in what town — just notify your nearest finance company office, and they will pay the bill for you. There's no running around trying to cash a check or trying to raise money in a strange town. You don't have to carry large sums of money around with you. The company will take care of your repairs and arrange repayment on convenient monthly terms. No matter where you are you have this protection.

BAIL BOND

"And, if you should be so unfortunate as to be arrested or detained for any traffic violation, accident, injury to another person, or other similar misfortune, you can immediately secure Bond to save embarrassment and prevent you from being held. You have a Bail Bond Identification that provides bail up to \$5,000., and it's good anywhere.

COLLISION

"Now I hope you'll never meet with an accident, but in these days of heavy traffic these things do happen. Collision damage can run up into big figures . . . your car could be a total loss. Your Time Payment Plan protects you in such cases. The company will have your car fixed by a reputable dealer handling Hudsons, insist that genuine factory parts be used, see that you get a good repair job, and will settle claims promptly. I mention this because some com-

panies try to find the cheapest place they can to have such repair work done. You might get genuine parts and good work or you might not. But when you finance through our plan you get the best of service and you get the fullest protection.

"And . . . here's another great service you get.

BREAK-DOWNS

"If you should have a blow-out, or if your battery should go dead and you couldn't start, or if you ran out of gas on a country road, or have any such misfortune, all you'd have to do is to call the nearest dealer or garage for help, get a receipted bill, and you will be reimbursed up to \$10. for each such instance for service charges. If you've done much travelling you know there are times when this kind of protection is worth any amount of money.

"And even all these aren't ALL.

ACCIDENT INSURANCE

"You receive a personal Accident Insurance Policy that protects you whether you are driving, riding as a passenger, or even if you are travelling and are involved in injury or accidental death resulting from an automobile or other kinds of transportation as outlined in the policy. This is known as a Travel and Pedestrian Accident Policy and provides insurance protection ranging from \$500. up to \$10,000.

NOTHING EXTRA TO SIGN

"So, you see, Sir, when you sign up on our monthly payment terms you're receiving just about every kind of protection you could ask for. There's nothing extra to sign — no extra cost — just the one simple transaction. When you realize you have all this protection — even before you turn on your ignition — you know you're safe in buying this car on our monthly terms."

THE LOCAL STORY

Of course, not all finance companies offer exactly these advantages, but several national companies offer all of these, or comparable features.

Get hold of your finance company representative, find out what features they offer, build up a story on them, and you'll find that when you make a buyer realize the many services his time payment contract provides it will often be the "clincher" you need to get his signature.

WHEN SHOULD WE START "CLOSING"?

A well known authority on the subject of selling, in reply to the question "How can you tell when it's time to start closing?", replied, "The close is a part of your approach. You start closing when you utter your first words. The approach and the close are inseparable. You can't separate any part of your selling presentation—your close runs all through it."

"Asking for the order is *just one step* in the close."

"A sale is just going from one place to another, and you get there by a series of steps. Likewise you go through so many steps from the approach to the signing of the order."

THIS IS YOUR FIRST SALE

"For example, you make your first sale when you sell yourself. When your prospect likes you, likes the things you say and the way you say them, he is in a mood to listen to more of your story and you're a step nearer to your sale. You've done a certain amount of closing when you've progressed this far. Every time you get your buyer to say that he likes some point about your car you've done some closing. You follow this procedure all through your sales talk."

"There's another tremendously important thing about getting your prospect to admit that he likes certain things about your car. They get your prospect into the habit of making up his mind. He hears himself making 'little decisions'. Making a big decision is hard for some people, but when they've made a number of minor ones they've sold themselves on practi-

SUGGESTED TOPICS FOR MORNING MEETINGS

EVERY DAY

WHY NOT "ANALYZE" EACH SALESMAN'S WORK TO SEE HOW IT CAN BE BOLSTERED. TAKE A CERTAIN PART EACH MORNING, AND SPEND A FEW MINUTES SUGGESTING WAYS OF IMPROVING SALES VOLUME.

MON.

START THIS PROGRAM BY ANALYZING METHODS of finding prospects: 1—Contacting owners, 2—Mailings and follow-up phone calls to competitive owners, 3—Placing Will-you-takes and Door Handle cards on parked cars, 4—Appointing and stimulating Bird Dogs, 5—Securing help from friends and people we buy from, 6—Cold canvass in Community Shopping Centers, where building is going on, whenever they see an owner in trouble or when people seem to have time to talk, and so forth.

TUES.

HOW EFFECTIVE ARE YOUR TELEPHONE CONVERSATIONS? Practice up and develop a good one. Also a good approach for using on strangers when making a cold canvass.

WED.

PERFECT THE DEMONSTRATION — both salesroom and road.

THURS.

IMPROVE THE USE OF THE SELLING PORTFOLIO. Have several presentations of the complete story.

FRI.

REVIEW METHODS OF HANDLING THE APPRAISAL. Review the film "Handling Appraisals" and have a lively discussion.

SAT.

SHOW THE FILM "HANDLING OBJECTIONS" and develop the best ways of overcoming buying objections.

cally all points involved in the major decision. This is where 'step by step' closing proves its value.

REMEMBER THESE

"We know that selling means creating a desire to own your car. In order to do this you must dispose of objections. When you reach the point where your buyer has no objections to buying he will sign your order. So every time you dispose of an objection you're doing some closing.

"There are several rules we must remember in selling:

Selling isn't forcing —

selling is teaching.

Selling isn't conquest —

selling is cooperation.

Talking isn't always selling —

but SHOWING is.

"Self-interest is the strongest buying motive. People buy when they want something, and they want it because it will benefit them in some way. It may be only to satisfy their vanity or to give them a thrill, but if they want it sufficiently they will make a substantial sacrifice to get it.

PEOPLE DON'T BUY "THINGS"

"Another thing to remember is that people don't buy *things*, they buy *results*—they don't buy so much rubber and glass and metal when they buy a car. They buy what the car *does for them*. They buy the excitement of owning it, the pleasure of driving it, the satisfaction of enjoying good, safe transportation, the benefits such a car will give them. So, as we point out how they will enjoy these benefits and make them appreciate the ownership of them, we've done just that much closing.

FIND OUT WHAT THEY'RE THINKING

"We try to find out what prospects are thinking about and what they like by asking direct questions and getting them to talk, and every time we satisfy them that we are giving them *something they want*, we do a little closing. We keep getting them closer to the signing-up point until we feel they should be about ready to ask 'How do I make out the check?'

"This is probably what our friend meant when he asked 'How can you tell then it's time to start closing?' He probably meant to ask 'How can you tell when it's time to ask for the order?'

THROW OUT A "FEELER"

"Well, you do this by throwing out a 'feeler', by sort of 'sounding out' your prospect. You would probably ask a few questions such as 'Will you want *Hydra-Matic or Overdrive* on your car, Mr. Blank?', or 'Have you decided whether you prefer a sedan or a club coupe, Mr. Blank?', or 'Shall I work out some easy monthly payments for you, Mr. Blank, or do you prefer to pay cash?' Never ask for a decision that calls for a 'yes' or 'no', but a decision that calls for a choice between one thing *or another*. For example, 'Do you want your new car today or will Friday be all right?' Get him in the habit of deciding—making up his mind, that he likes one thing better than another. His answer to your inquiries will tell you about how well sold *he is and whether it's time to ask him to sign on the dotted line*.

"If you've been closing all through your selling presentation by securing numerous agreements, and have eliminated all the buying objections that have been offered, getting the signature is a matter of routine."

THE 1953 DODGE

A national ad announces the new Dodge line for 1953 as "The Action Car for Active Americans". It is now on display in dealer showrooms.

There are two series:

CORONET—with a new 140 H.P. V-8 engine called the "Red Ram V-Eight".

MEADOWBROOK—with a 103 H.P. 6, called the "Get-A-Way Six".

Last year's Wayfarer series has been replaced by a Meadowbrook Special series. The low-priced Business Coupe has been discarded.

PRICES:

Dodge recently secured quite a bit of publicity by announcing price reductions.

Here's the story:

	List Price		Change
Meadowbrook Special Club Coupe, which replaces last year's Wayfarer 2-door (Wheelbase increased from 115" to 119")	\$1,882.00	Reduced	\$ 4.78
Meadowbrook Sedan-6 (Wheelbase reduced from 123½" to 119")	\$2,007.00	Reduced	\$.53
Coronet Convertible Coupe-V8 (Wheelbase reduced from 123½" to 114")	\$2,499.00	Reduced	\$ 5.04
Coronet Diplomat Hard Top-V8 (Wheelbase reduced from 123½" to 114")	\$2,375.00	Reduced	\$40.08
Coronet 4-door Sedan-V8 (Wheelbase reduced from 123½" to 119")	\$2,178.00	INCREASED	\$84.42
Coronet Club Coupe-V8 (Wheelbase reduced from 123½" to 119")	\$2,151.00	INCREASED	\$72.52

Space does not permit a detailed comparison of all '53 Dodge series with our '53 Hudson series, so this will be a brief comparison of the '53 Dodge Meadowbrook 4-door Sedan with the '53 Hudson

SUGGESTED TOPICS FOR MORNING MEETINGS

EVERY DAY

THIS IS THE TIME TO START "BALANCING" YOUR USED CAR STOCKS — GETTING RID OF ALL CARS 45 DAYS OLD, AND GETTING IN CARS OF THE MAKES AND TYPES YOU NEED TO GIVE YOU A ROUNDED OUT STOCK THAT YOU CAN MOVE CONSISTENTLY.

WHY NOT DEVOTE THIS WEEK TO THIS IMPORTANT ACTIVITY, DOING A LITTLE OF THE WORK EVERY DAY?

MON.

TAKE YOUR ORGANIZATION OVER YOUR USED CAR STOCK. Look at each car. Determine what it needs to sell it and issue orders right then and there to have it done. In other words, start by getting every car saleable.

TUES.

CHECK YOUR PRICES. Have each man "shop" a few cars on some used car lot. Compare their reconditioning and prices. Get the basis of pricing your cars. Remember that for every new car dealer you compete with there are perhaps 3 times this many used car competitors — so get competitive in both the *quality* of your cars and your *prices*.

WED.

START EACH SALESMAN WORKING on the types of used cars you need. For example, if you need some '49 and '50 Dodges, give each man a list of owners of these models and try to trade them for a new Hudson. Use the comparisons in this issue of SM to help you trade Dodges.

THURS.

CHECK TO SEE WHAT EACH MAN IS DOING, what progress he is making. How's his approach? How many competitive owners is he soliciting every day? How many demonstrations is he making?

FRI.

GIVE EACH MAN ONE OR TWO CARS TO SELL. Offer bonuses on older used cars. Start a contest offering a substantial prize for accomplishment. A bonus, for example, for each G.M. make traded in on either a new or used car.

Go over the list of people you've sold used cars to in the past, select likely looking names and go after them for a later model used car, or a new car.

SAT.

GET PROSPECTS IN AND USE THE "Get-the-Boss-in-on-the-deal" plan. Exhaust all your selling power before you let a single prospect get away from you.

Wasp 4-door Sedan. Note that there was a reduction of wheelbase of 4½ inches on the Meadowbrook but the price was reduced only 53¢. These cars have the same engine as in '52. While there is a difference of approximately a hundred dollars in the list prices between the Meadowbrook and the Wasp, there are many "extras" on the Meadowbrook and a difference in quality that must be taken into consideration. For example, on the Meadowbrook a Right Hand Sun Visor is extra. A Clock is extra. A Cigarette Lighter is extra. On the Meadowbrook there are no window reveal moldings. The interior materials and appointments do not approach the quality of those in the Wasp.

Fully automatic Hydra-Matic transmission is available on the Wasp while the Meadowbrook does not have a transmission that is fully automatic. Wheelbase of the two cars is comparable, Meadowbrook 119", Wasp 119⅞". Overall length is about the same in both cars.

There is, however, a substantial difference in the power. The Meadowbrook engine is rated at only 103 horsepower, while the Wasp delivers a full 112 horsepower. Furthermore, the Wasp engine is more efficient, as evidenced by the fact that the Meadowbrook engine develops only .44 horsepower for each cubic inch of piston displacement while the Wasp delivers .48.

Meadowbrook bodies are mounted up on top of the frame, are 2 inches higher than the Wasp body, and so encounter more wind resistance. Being bolted to the frame they are not as strong, not as rigid, not as quiet as Wasp bodies that are built with Monobilt construction. Meadowbrook does not enjoy the low center of gravity made possible by Hudson's exclusive Step-Down design, so has less roadability and less security on rough roads, at high speeds or on curves.

With less power, less engine efficiency, and a higher center of gravity the Meadowbrook must bow to the Wasp in performance.

Then, there's the matter of protection to passengers. The Meadowbrook does not offer the protection of encircling box section steel girders, the security of the lower center of gravity, nor

the additional safety of Hudson's reserve mechanical braking system.

The Meadowbrook body has head room comparable to the Wasp but has nearly 4 inches less hip room both in front and rear, so offers less roominess and comfort.

The Meadowbrook gas tank has a 17 gallon capacity, the Wasp 20.

It requires 41½ feet diameter for the Meadowbrook to complete a turn, curb to curb. The Wasp requires only 39¼ feet.

The Meadowbrook is equipped with 6.70 x 15 tires as standard — the Wasp 7.10 x 15.

The Meadowbrook engine employs Exhaust Valve Seat Inserts — not needed on the Wasp, because of its hard chrome-alloy engine block.

The Parking Brake on the Meadowbrook operates on the propeller shaft — a system generally accepted as being less secure than when braking is applied directly to the wheels themselves, as on the Wasp.

The quality of the interior appointments on the Meadowbrook do not equal the fine materials and appointments of the Wasp. Upholstery, top lining, and trim are not of the same quality standard.

Summed up, the Meadowbrook for '53 offers, as compared with the Wasp:

LESS POWER
LESS ENGINE EFFICIENCY
LESS PERFORMANCE
LESS ROADABILITY
LESS ROOMINESS
LESS SAFETY
LESS LUXURY IN INTERIOR
APPOINTMENTS
FEWER CONVENIENCES AS
STANDARD EQUIPMENT
LOWER STANDARD OF
EQUIPMENT.

When the Meadowbrook "extras" are considered the price differential is small but the difference in value is great.

Go after owners of Dodge cars 2 or 3 years old and demonstrate how much more the '53 Wasp offers and you'll find it some of the easiest selling you've ever done.

YOU MIGHT FIND IT OUT SOONER

This is the story of a salesman who led an entire organization of good producers for ten months in a row.

One day he was asked to offer some selling advice to a group of new salesmen. "Several years ago, when as a young man, I started selling," he said, "I met an old gentleman who had for years been a highly successful salesman and who gave me some excellent selling ideas. This old gentleman said he had learned most of what he knew about selling from a man forty years older than he was, and that this older man had admitted that the most of his knowledge came from a man many years his senior. So there's nothing very new that I can offer you, but I remember some things this old gentleman told me that were helpful. He said you can learn all the things an older and more experienced man may know by working for many years and studying hard. But if you take advantage of the experience of this older man you'll find these things out sooner. You can make mistakes and profit by them, but if you profit from the mistakes of others you save yourself time. And that's all life is . . . just time. And that's what a salesman has very little of, because he wastes so much time going to and from places and waiting to see people and waiting for people to keep appointments, his actual selling time may be only 3 or 4 hours a day. There is where many salesmen make a serious mistake. They think they've got to sell fast. They can't. Clerks sell fast, but not salesmen. Salesmen must create sales. That takes time. But if a salesman will learn to make the most of the time he has, he will be successful providing he follows the established rules of selling.

MY BIGGEST MISTAKE

"I'd like to tell you about one of the biggest mistakes I ever made . . . and how I licked it. I used to telephone several people a day and ask them to buy. If they didn't show any interest in the first minute

SUGGESTED TOPICS FOR MORNING MEETINGS

EVERY DAY

WHY NOT TRY OUT THE METHOD SUGGESTED IN THIS ISSUE OF SM TO DEVELOP A LARGE LIST OF PROSPECTS. IMPRESS THE IMPORTANCE OF NOT CROWDING "LUKE WARM" PROSPECTS TOO HARD AND DEVELOPING THE SPIRIT OF "NEVER GIVING UP". SET UP FORMS UPON WHICH SALESMEN CAN LIST NAMES, PHONE NUMBERS, A MEMO OF ALL INFORMATION SECURED. GIVE EACH MAN A DAILY QUOTA OF CALLS TO MAKE, SUPPLY THEM WITH NAMES OF COMPETITIVE OWNERS OF CARS 2 OR 3 YEARS OLD, AND GO OVER EACH MAN'S LIST OF "SUSPECTS" EVERY DAY. GRADUALLY DEVELOP A LIST OF OWNERS WHO MIGHT BE DEVELOPED OVER A PERIOD OF TIME.

MON.

INTRODUCE THE PLAN. Impress the importance of patience and not taking "no" for an answer. Point out the possibilities of the plan after it has been in operation for 2 or 3 months. Get each man started.

TUES.

YESTERDAY'S EXPERIENCE should show where improvement can be made, so spend a half hour developing a better phone approach and the handling of "luke warm" owners. See that records of each conversation are kept.

WED.

FURTHER DEVELOP THE METHOD of handling people who show slight interest by keeping your proposition on an "indefinite" basis, getting them to agree that "some day" they might be willing to accept some help.

THURS.

TRY THE "INDEFINITE" METHOD on people who show a slight interest but will not admit that they're willing to take a demonstration. Try suggesting that it's possible you may be out their way some day next week . . . then suggest that it may be Thursday or Friday or around that time . . . then ask if they will be in Friday night (as an illustration) and try to work, step by step, up to an appointment.

FRI.

TRY THIS PLAN IN "COLD APPROACH" by walking up to owners as they enter or leave their cars, and if they do not show interest in buying now, suggest that you might, some day, be able to help them, and that later on you'd like to call them and see whether you can be of service and get phone numbers. Put these on your "suspect" list for follow-up in about ten days.

SAT.

CLEAN UP DAY. Make this a whale of a closing day. Line up Hot Prospects, get them in, and have plenty of closing help available.

or two, I'd hang up and classify them as duds and scratch them off my list. After a few weeks I eased up because I wasn't making much progress. I blamed the telephone, decided the method wasn't too hot. I was finding a few hot prospects but I must have been passing up hundreds of others who could have been developed into buyers.

"Then something happened to me. One night I was at home when the phone rang and some chap tried to sell me an article over the phone. I told him I wasn't interested and hung up. When I got back to my easy chair I realized that my wife and I had been talking about buying an article like he was offering and we were interested. Some day we were probably going to buy one. But why did I shut this salesman off by telling him that I wasn't interested? Do other people do this? Is this why I had been unsuccessful soliciting over the phone? Why do people say they're not interested when they really are to some extent?

3 THINGS RESPONSIBLE

"I decided that three things were responsible:

1. *They are hesitant to deal with an utter stranger.*
2. *They are timid about admitting that they're interested.*
3. *They find it hard to make up their minds on short notice.*

"If this fellow had talked to me a few minutes and given me a better build-up he might have gotten me to admit that I was a prospect. Was I making the same mistake? I decided that I was, and right then and there made up my mind to correct my telephone weaknesses.

IF IT'S INDEFINITE, IT'S EASY

"About that time I noticed that when I asked one of my friends if he'd play golf with me, or go fishing with me, or have lunch with me someday he'd always agree. But when I pinned him down to 'Will you play golf Saturday,' he'd hem and haw and say, 'Saturday? . . . let's see . . . Saturday . . . seems to me the wife said something about Saturday . . . gosh, don't think I can make it Saturday'. I found that when you made a suggestion that was INDEFINITE it was fairly easy to get a 'yes', but when you pinned it down to something definite it was difficult. So, I changed my telephone technique. After I'd introduced myself I'd say 'some of these days you may be thinking about buying a new car and when you do I can help you. I can help you get a better deal, get the best value and save you some money. So, I'd like to have you, for your own sake, keep me in mind. And one of these days I'll call you and if I can be of any help I'll be only too glad to'. Then I'd spell my name, slowly, and ask them to remember it.

"I found that if they weren't interested and were not going to be, they always said so. If

there was a chance that they'd be in the market soon, they left the door open for my next call. My first call was a sort of 'feeler' and helped me get acquainted and get on a friendly basis.

"The next time I called they nearly always remembered who I was . . . and once in a while they'd say they were expecting my call. By this time I could start asking a few questions, and find out where they stood.

WE DO THE SAME THING

"I kept remembering that time I turned down the salesman who phoned me. I was a prospect and wouldn't admit it. I knew some of these people were closer to buying than they'd admit, so I made every call establish me a little better. After the second call often my listener felt that he almost knew me, so on the third call I'd suggest that one of these evenings I was going to be out in his neighborhood and I'd like to drop in and get acquainted, that our pleasant conversations made me think I'd enjoy meeting him. He could hardly refuse after we'd had two previous phone conversations. Once I met him I'd get him to drive my car, and from then on the sale often developed.

DEVELOPED AGGRESSIVENESS

"This has done one great thing for me. It has made me more aggressive. I don't give up easily any more. I stay with the people on my list. I bombard them with calls. Sooner or later the majority turn out to be buyers. Now . . . think about this. If you phone ten new strange owners of cars every day . . . that's about 200 a month. Out of this 200 you'll possibly find 60 to 70 who show some interest. In two months you'll have 120 to 140. At the end of 6 months you may have 300 names of people who at least haven't said no and have shown some interest. As you keep calling them you'll have so many of them 'ripening' each month. You'll be like a florist who plants new seed every 60 days and always has flowers in bloom.

YOU CAN'T STOP

"Now . . . a word of advice. Don't ever STOP calling these people you're developing after you've started . . . because you've opened up their minds and got them thinking about buying a new car, and when you stop you've left the door wide open for some other salesman to step in and get the business you've developed.

"And never stop calling about 10 NEW people every day because when you stop this your list stops developing. You've got to keep adding new names to your follow-up list because you'll lose a few every month. Keep your list around 300 names. Anyhow, this is the plan I use. I think my sales testify to its worth."

INTRODUCING MR. JOHNSON

In Broome County, New York, new car registrations for the month of August showed Hudson the overwhelming favorite by topping the entire field. Final figures were: Hudson 27, Ford 23, Pontiac 18, Dodge 17, Buick 16, Olds 13 and so on down to Studebaker with 1. Guy F. Johnson, Inc., at Binghamton, the county seat, and House of Hudson, Endicott, New York, were the Hudson dealers responsible for the fine job in this important trading area.

A few days after the final registration figures were released Mr. Guy Johnson, President and active head of his firm, dropped into our office for a visit. After extending our hearty congratulations, the discussion centered on selling subjects and Mr. Johnson gave us so many good ideas we invited him to contribute an issue of *Sales Management*, offering to let him choose his subject. Coming from an experienced, practical operator, we felt it would give our little weekly message a lift and would be doubly welcomed by dealers and sales managers.

We are happy to present Mr. Johnson's message:

"I'm going to use those nasty words, 'Used Cars'. It is a well-known fact that few dealers ever have a problem in being over stocked with new cars. When they think they have such a problem it's invariably because they're actually overstocked with used cars, and all their capital is tied up so they can't trade. That's what makes them think they have a new car problem.

"With this thought in mind it occurs to me that telling some of the things we do to keep our used car stock moving might be of interest. I'll only refer to used Hudsons as I presume they form the largest part of most Hudson dealers' stocks.

"I'll divide my comments into 4 parts:

SUGGESTED TOPICS FOR MORNING MEETINGS

EVERY DAY SUGGEST THAT THIS WEEK BE CALLED "INVENTORY WEEK" AND THAT EVERY MORNING A FEW MINUTES BE SPENT WITH EACH MAN FINDING OUT HOW HE STANDS ON EACH SELLING ACTIVITY.

MON. START "INVENTORY WEEK" by finding out how each man stands on: Number of Competitive Owner Names to work on. Hudson Owners. What he is doing with them to find prospects. How many "hot" prospects? How many should he have? Has he a supply of mailing cards? Is he sending out enough? How can you help him build a larger bank of prospects?

TUES. HOW MANY DEMONSTRATIONS did each man make last week? How many scheduled for today? This week? What can you do to get each man to ride more people?

WED. HOW MANY APPRAISALS for each individual? What percentage is being closed? Why not more? How can you secure more? Are your appraisals competitive? Why not analyze a dozen or so and find out?

THURS. HAPPY THANKSGIVING

FRI. DISCUSS THIS ISSUE OF S.M. and apply these selling principles to your own used car operation.

SAT. CLEAN-UP DAY—Get 'em in and send 'em out in new cars.

Step 1 — PROSPECT ANALYSIS

"It is our belief that approximately 50% of the people who come into our new car salesroom are interested in a new Hudson. By actual figures, however, we only sell about 4½% of them. The reasons the other 95½% don't buy are the usual ones—not enough equity to make the down payment, too much cash involved, or can't meet the monthly payments.

"So, obviously our job is to save as many of the 95½% as we can. If they can't buy new cars, why not get them to buy used cars?

"We start by a careful 'Prospect Analysis'. When a prospect comes in we try to avoid talking about any specific model and start a general conversation. We start 'feeling him out' to find out his paying ability—what he has to trade in, how much cash he can pay down and how much he can pay each month. We do this by talking about the features that are fundamental in all Hudsons, whether new or used, such as Step-Down design, Monobilt, Center Point Steering, Reserve Brakes, and so forth. During this conversation we ask many questions, and by the time we've covered these subjects we often have a pretty good idea of how this prospect stands in relation to trade in, available cash, down payments and monthly payments.

Step 2 — THE SWITCH OVER

"Let us assume that this prospect is one of the 95½% group who can't afford a new Hudson. (Keep in mind that there is at least a 50/50 chance that he is interested in a Hudson, or he wouldn't be in our salesroom.) As an example let's conclude that he has enough equity in his car for a down payment and can meet the payments on a 1950 Hudson. Our job is then to SWITCH HIM OVER to a used car. He must be sold on the fact that many of the people who buy new cars are extravagant and the economy-minded person should always buy a Used Hudson.

Step 3 — SELLING THE USED CAR

"Don't overlook the fact that up to this point we have only talked about the outstanding exclusive features of Hudson—Step-Down, Monobilt, Center Point Steering, Low Center of Gravity and other features which are exactly the same on a 1950 Hudson as on a 1952 or 1953 model. We impress him with the fact that he is buying a late design car. He is shown that the engine, transmission, rear axle, springing, shocks, and all major component parts are identical, and all body parts are also identical with new cars, except a few pieces of chrome and the rear win-

dow. He is shown that he can buy a 1950 Hudson for approximately 60% of what a new Hudson would cost him, and our car is so completely reconditioned it will give him approximately 85% new car service. Thus, the used car purchaser is 25% ahead of the new car buyer. Furthermore, it can be proved to him that the 1950 can be paid for in 18 to 24 months while the new car might take from 30 to 36 months, with higher insurance rates. A new car not only costs more to buy but more to finance and insure.

Step 4 — PROPER CONDITION AND PRICES

"*Make your demonstration do your selling for you.* This, of course, requires that it be in tip top condition, tuned and adjusted to perfection.

"Don't be afraid to ask a fair price. Ask top market value. Condition your cars so they're worth your asking price. However, if you were careless when you took this old car in, and allowed too much, don't try to take it out on the used car buyer, because if you do, you'll find a car with several 'birthdays' on your hands. Price it at its true value and absorb any loss you may have to take.

CONCLUSION

"The fact that there has been no radical recent changes in Hudsons makes them very easy to sell as used cars.

"Common faults, as we all know, and the things that cause used car 'problems', are:

- Over-allowing, and trying to get it back from the buyer—
- Not conditioning properly—which keeps buyers from wanting them—
- Improper pricing—trying to get more than buyers will pay—
- Poor selling methods—not convincing prospects of the values of used Hudsons.

"We go to church on Sunday and repeat The Lord's Prayer and The Ten Commandments and we've done it Sunday after Sunday. It's repetition, but it's good. The world would be better off with more of this repetition.

"And we'd be better off if we'd follow the example of the clergy and do more repeating of the Hudson story on Riding Comfort, Safety, Low Maintenance Costs, Durability and Performance.

"We must constantly repeat this story—repeat and repeat it—tell it to more people.

"We keep reminding ourselves of this and also keep that 95½% constantly in mind... trying to sell them a used Hudson if we can't get them in a new one."

BACK STAGE

Here's a remarkable story. Loosen your belt, get into your easy slippers, lay back in your big chair and relax. Ready? Here it is:

On the edge of Detroit there's a new community that has "mushroomed" into growth in the past few months. It's so new there's no directory of any kind — not even a telephone book. There's practically no "community spirit" because the people who live in the area have never gotten together. There's no PTA, no Young Folk's Voters' League, no Luncheon Club groups, nothing. While perhaps the majority of the home-owners are in the so-called "white collar" class the population is mixed. Typically Detroit. Probably a third are of foreign extraction. It is a community no one, not even the people who live in it, seem to know too much about.

Election time was nearing. Both sides were working feverishly. Mailing lists were being compiled, community groups being formed, precinct captains getting organized. During a Republican Meeting some one mentioned this new community. How could they get these new residents registered and out to vote? No mailing list, no records, not even a street directory. Someone suggested calling on them . . . house-to-house. The man who told us the story lived in this community, so he volunteered. He'd never done any house-to-house soliciting, but was game to try. So, devoting a week of his vacation to the job, he started ringing doorbells.

You saw how the national election was decided. Did you, by any wild imagining, think the results "just happened"? Did you just idly conclude that the country was due for a change, and that was why voters went Republican?

SUGGESTED TOPICS FOR MORNING MEETINGS

EVERY DAY APPLY THE PRINCIPLES MENTIONED IN THIS ISSUE OF S.M., CHECKING TO SEE THAT SALESMEN ACTUALLY FOLLOW UP ALL PEOPLE WHO HAVE SHOWN ANY INTEREST IN BUYING OR INVESTIGATING A NEW CAR. GOOD IDEA TO GO THROUGH YOUR PROSPECT FILE AND ANALYZE EACH NAME LISTED — WHEN CALLED ON LAST, WHY THIS PERSON SHOULD NOT BE CALLED AGAIN TODAY AND SO FORTH.

A "NAME" IS ONLY A "NAME" UNTIL IT HAS BEEN DEVELOPED INTO A PROSPECT, AND A "PROSPECT" GROWS COLD UNLESS GIVEN CONSTANT ATTENTION.

MON. START THE "FOLLOW UP" ANALYSIS by checking each man's prospect list. Decide when each man is to be called again.

TUES. CARRYING THIS IDEA A LITTLE FARTHER, why not leaf through your recent appraisals and decide which of these should be given a follow-up.

WED. FOLLOWING THE EXPERIENCE OF THE MAN mentioned in this issue of S.M. it is suggested that you have those men whose prospect list needs bolstering, make a few "house-to-house" calls on the neighbors of recent new Hudson buyers. Sell the benefits of "mass influence" and get salesmen into the habit of creating more of it around groups of owners and capitalizing on it.

THURS. ARE YOUR MEN DRIVING ALONG BUS ROUTES offering rides? Many a person who may not have thought of buying a new car will become interested after a courtesy ride. People may hesitate to "take a demonstration" but will often be glad to accept a lift . . . and what's the difference?

FRI. MANY WORKERS IN PLANTS, MILLS, FACTORIES and so forth are holding down two jobs — one full-time and one part-time. Earnings are large. They are buying new cars. Any Bird Dogs in these places?

SAT. CLEAN UP DAY. Bring 'em in and send 'em out in new Hudsons.

If you did, this factual incident may give you a new viewpoint, for here's the story of an activity "back-stage" that produced astounding results: This man called on EVERY HOME in this particular community. Final tabulations showed there were exactly 652 of them. It also showed that there were 1,366 people living in the area. On October 4th, 1,339 of these residents had registered. To save you the time of calculating it, this represents 98%. When the voting was all over, and the votes duly counted, figures showed that 1,301 of these people had voted — 95.3% of them! The community went 2 to 1 Republican.

This didn't "just happen". It wasn't accomplished by mailings because there was no mailing list. It wasn't the result of phone contacts because there were few phones installed. It wasn't due to the advertising of the winning party because the opposing party had a larger volume of advertising, their message was just as "punchy", and just as persuasive and convincing. It wasn't accomplished by "community organizations"—there were none. It was accomplished, largely, by *one man* who had the zeal, inspiration and courage to tackle a tough, hard job.

We asked this man "How did you manage to survive such an ordeal?" "It was rough at times" he replied, "but when you really want to do something and will back it up with determination, you'll find that you get the job done. After you start you find yourself inspired to carry on. I recall one day when three people in a row slammed the door in my face and wouldn't even tell me their names. It was discouraging. I asked myself how long I could stand it. But the next fellow was a prince. He welcomed me, invited me in, offered me a drink, introduced me to his entire family and complimented me on the vital work I was doing.

"This gave me such a lift my spirits were renewed and again I started enjoying the work. I found that if I could get some favorable response every third or fourth call I was encouraged to carry on. This may be hard to understand, but it's the encouragement a fisherman gets after he has fished for an hour and suddenly gets a strike."

"What was the greatest factor in influencing people to vote?" we asked. "This is something we definitely established. We compared communities to find out. The thing that gets results is FOLLOW-UP. We worked communities over once and got poor results. We worked others and then *followed up* and we got astounding results. And we found out why . . . it's largely due to the way people absorb ideas. The majority of people, that is average types of people—cannot

fully grasp a new idea all at once, it seems. It has to sort of 'sink in' by degrees. You have to tell them 2 or 3 times to make them appreciate the full import of your message. I think that's true in selling. One salesman generates the idea of buying and often another salesman cashes in on that germ.

"We found this to be a fact: we'd get people thinking about registering but if we didn't follow them up the other fellow might meanwhile persuade them to vote his way after they'd registered. So, we kept a record of the names and addresses of people we talked to and followed them up with barrages of mailings, phone calls and additional personal visits."

"Well, you did a grand job. Many other workers on both teams also deserve credit . . . but yours was a *remarkable* job . . . and we admire you for spending a full week of your vacation and actually talking to about a hundred people a day. Let me ask you a pointed question. If you were a salesman would you do this kind of contacting?"

"Let me put it this way," he replied. "I would surely do a certain amount of it, because I have convinced myself of two things: first, out of so many solicitations you're bound to find some people who will react favorably and are willing to be convinced. So, I'd find more buyers than I'd find if I didn't ring doorbells. The other thing is this — *influence* is a strong buying factor. When you get a community favorably mass-minded you have a tremendous power. If I were a salesman and had several owners in a given locality I'd certainly call on their neighbors and use this owner influence, because the more owners I could get in a certain area the greater buying influence I'd develop. We know that people follow other people. But, if you're going to suggest this to your Hudson salesman, be sure to impress on them that the FOLLOW UP is the vital part of *all* contacts. Call on people only once and you may open up the field for your competitors. You've got to call back to get most people to realize why they should get on your team."

We pay tribute to this fine American citizen who thought more of his civic responsibilities than he did of his personal pleasures . . . who was willing to launch an exploration into uncharted areas with only his personal courage and convictions to guide and support him. We were appreciative of his taking us "back stage" to learn of the vast amount of work involved in a campaign.

Regardless of party affiliations — or whether we're salesmen or not — his experience should serve as an inspiration to any of us with less courage.

THE DEAR LADIES

It's beginning to look as though men were fast becoming the minority group. Late census returns from many areas show more women than men. Financial reports tell us women own the majority of stock in many leading corporations, have two-thirds of the money in our savings accounts, and control around 70% of our national wealth. Women are said to own more than 32,000 Beauty Parlors, 27,000 Hat Shops and twice this many miscellaneous businesses. Women are credited with making 9 out of every 10 retail purchases. If you've ever watched "What's My Line" and kindred programs you know they're serving as Sheriffs, Jailers, Bouncers, Sheep Herders, Wrestlers and in an endless number of other capacities that were unheard of a few years ago. Whether you realize it or not they influence many a car sale.

Alert salesmen, realizing this influence, always ask men buyers "is there anyone else who may be interested in your purchase of this car — anyone you'd like to have go along with us for a ride?", in order to "smoke out" any female buying influence that might affect the sale.

Yes, gentlemen, the female buying influence is widespread. So great we must face it . . . and facing it, learn how to *influence* this influence.

HOW MANY "TYPES" OF WOMEN?

"How many different *types* of women are there?" we asked a man wise in the ways of the world. "How many *women* are there?" he countered. Guess we'll have to be general. We couldn't list several hundred million different methods.

SUGGESTED TOPICS FOR MORNING MEETINGS

EVERY DAY IN COLD WEATHER OWNERS NEED BETTER CARS. CARS THAT START QUICKLY, ARE DRAFT FREE. TIRES THAT HOLD THE ROAD. BRAKES THAT ARE SAFE. EMERGENCIES CAN BE SERIOUS. DEPENDABILITY IS NEEDED MORE THAN EVER. NOW'S THE TIME TO TRADE IN THOSE OLDER CARS THAT WILL HAVE A STRUGGLE GETTING THROUGH THE WINTER.

MON. MAKE A LIST OF THOSE CARS THAT ARE "GETTING ALONG" and may not be so satisfactory in a cold spell. Look through your Service Records for most of them. Your Time Payment Records will furnish others. Your Prospect List will supply a few. Your Competitive Owner List will also point out many. These are cars that may give trouble in extreme cold weather. Cars that are due for replacement. Owners should be logical buyers. Get 'em to drive your new car . . . the difference will amaze them.

TUES. FOLLOW ABOVE PROCEDURE WITH USED CAR BUYERS.

WED. THERE'S A GROUP THAT'S MAKING BIG MONEY THESE DAYS — drivers of "routes" — laundry, bakery, dry cleaning, meats — they buy good cars. Whenever you see a truck parked, stop and talk to the driver. The demonstration does it.

THURS. HOW MANY COMPETITIVE OWNERS ARE YOU TELEPHONING EVERY DAY? Phone 50 this week and it's a safe bet that at least 5 or 6 will be in the market for a new car.

FRI. YOUR '53 WASPS AND HORNETS ARE BEAUTIFUL CARS. Most luxurious interiors you'll find. Hudson owners of cars 2 or 3 years old — as well as competitive owners in this age group — will prove hot prospects.

SAT. GET 'EM IN AND GET 'EM OUT — IN NEW CARS, TODAY.

Feminine traits are inborn and we men help develop them. We began by showing them every consideration when today's women were little girls. We'd invite them to go first, help carry their books, give them our biggest apple, do our best flip-flops for them, and generally glorify them.

We've kept up this practice all through their lives. They've grown up in an atmosphere of courtesy and consideration. And they want both of these *above all else* when they're being sold.

So, never neglect the Dear Ladies. Never keep them standing, or talk "around" them. See that they are comfortable. Pay attention to them. Ask their opinion. Show interest in their likes and preferences. Never show where they're wrong — straddle the issue and refer to the matter later. Mind your manners. Be pleasing but subtle. Temper your flattery. Keep your voice modulated. Show appreciation of little things. All of their lives women have been accorded this sort of treatment — and you can't afford to be different. Any one of these gals might make or spoil your deal.

THAT PROTECTIVE INSTINCT

Think about the typical woman's home. She usually spends hours scrubbing her kitchen and bathroom until they glisten. They're so spotless you could eat your meals on her floors. She plants flowers in window boxes, puts up attractive drapes, polishes the furniture, sticks gim-cracks and trinkets around, and in numerous ways shows how much pride she has in her home. She wears her glad rags when she goes shopping or visiting, she scrubs her youngsters and tries to keep them passably neat. Again, *pride*. And, she wants to have pride in the family car. Take your cues from her dress, mannerisms and expressions. If she's wearing colorful clothes she may incline towards a colorful car. If she has a family — and this is something you must find out about — when she votes for the car they'll buy she will be thinking about them. Will they be comfortable? How about the heating and ventilating? Will they be safe? What protective devices does this car offer?

Women often think of a car as an "escape from drudgery." A car should be "an adventure in pleasure and relaxation", because there's a lot of work around a home. So there should be no "work" involved in driving it. She wants to believe that it will start instantly, handle like a feather, park with no effort, give her care-free driving. She wants to enjoy *restful* driving and wants all the comforts and complete appointments.

Drop into her kitchen and you'll find it loaded with "gadgets". There'll be a potato peeler, a juicer, mixer, fancy can opener . . . worlds of gadgets. She *likes* gadgets. She likes the little things on a car that contribute to her ease — so she likes accessories and the details that show thoughtful attention to her pleasure.

THEY LIKE PROOF

Rather than to listen to a long harangue women would rather be *shown*. They want to prove things for themselves. When they go shopping for example, they *feel* of the goods, the fruit, the vegetables. *They want to be shown*. So urge them to feel the upholstery, handle the controls, experience the comfort of the seats, the pleasing way the wheel responds, the light touch that actuates the brakes. Let them "feel" the flashing get-away . . . the way the roads flatten out. Let them enjoy the ease with which they can pass other cars on the highway. Let them realize the great reserve power always ready when wanted. *Mentioning* that you have rotary door latches won't sell them. Let them open and close the door and feel how a gentle push closes the door securely. Show them. *Demonstrate*. Let them drive.

Women are idealistic. They dream of great things for their children. They admire fine, clean, upright leaders. So, they'll be interested in Hudson's record of building fine cars for over 40 years and the high quality and expert workmanship, modern design and outstanding engineering, they represent.

But don't try to TELL too much of your story . . . women want to be *shown* . . . so use your portfolio . . . prove your statements.

Safety is a vital consideration of women. Consider how they always give that final check to be sure the gas is turned off, the lights out, the door locked. That final advice to the youngsters to cross streets carefully. That final admonition to the husband to wear his rubbers and keep his coat buttoned up. Protection . . . a *major* objective.

They like to know who drives Hudsons — any women who are socially prominent, any well-known civic leaders — anyone in their neighborhood they know.

In fact, when you get right down to brass tacks . . . guess they're not so different from men, after all. Women like and appreciate good salesmanship — but who doesn't — regardless of sex!

EVERY DAY

KEEP REMEMBERING THAT YOU DON'T SELL CARS UNLESS YOU TALK TO PEOPLE AND GIVE THEM SOME GOOD REASONS WHY THEY SHOULD DRIVE A HUDSON AND GET THEM TO DRIVE. AND THAT YOUR SALES INCREASES COME FROM NEW OWNERS, THAT IS, OWNERS OF OTHER MAKES.

THESE OWNERS, HAVING NEVER DRIVEN A LATE MODEL HUDSON HAVE NO CONCEPTION OF HOW MUCH BETTER A HUDSON RIDES, DRIVES AND HUGS THE ROAD.

SO, GET 'EM TO DRIVE — THAT'S THE BIG PART OF THE SALE.

FOLLOW THIS ROUTINE THROUGH THE WEEK, AND WEEKS AHEAD — GET MORE NEW PEOPLE TO DRIVE.

Our Very Warmest Wishes for A Merry Christmas and A New Year Crammed with Happiness, Good Health and Prosperity

Next issue January 5, 1953

WHAT BUYERS THINK OF SALESMEN

A group of Purchasing Agents — professional "buyers", — recently formed a committee to find out what the majority of buyers liked and didn't like about salesmen. A summary of what they decided should be helpful to all men who sell, because these buyers are called on by hundreds of salesmen. Their impression of salesmen should give us a key as to what individual buyers — the people who buy automobiles — must also think about salesmen.

One thing these men pointed out was that they were just like other normal people. They had a job to do in order to support a family. They had to buy groceries, pay rent, send the kids to school, keep up their insurance payments, and buy a bond once in a while. They sometimes spend an evening on some bowling team, or watching the fights on TV or playing "a little game" with the fellows. In summer they like to see a ball game, or go fishing, or take the family on a picnic. They live normal lives, have normal likes and dislikes. They have a "Little Book of Rules" to go by, know what their buying needs are, and only buy what is needed. They look for quality, value and price. They must keep records, make periodic reports and have a "Boss" to satisfy.

They're busy men — have no time to waste. At times they must be good salesmen themselves, such as when they want preference on scarce material, exceptionally fast delivery, or special consideration of some kind. Some buyers are actually better salesmen than the majority of men who try to sell them. And they have the advantage of knowing what other suppliers have to offer.

PET PEEVES

The majority of buyers said their two "pet peeves" were the salesmen who didn't know their business, and the salesmen who didn't live up to their promises. Exaggerations, broken promises, undependable statements, and tardiness in keeping appointments they regarded as unforgiveable.

Buyers think in terms of results. They're busy men. They're annoyed with salesmen who show no respect for a buyer's time and waste it. They have no patience with the "one timer" — the man who calls once, makes a weak, half-hearted selling effort, and never comes back. They admire the man who calls in all sorts of weather, for when the weather's bad they have few callers, while they need a reception committee when the day is fine. They want to be able to find a salesman when they need him. When they inquire about a product they've seen advertised they want the salesman who responds to be able to tell a complete, intelligent story about that new product.

GRIPES

Among their "gripes" and "plaudits" were:

... we've got to buy ... we've got to buy from somebody. The world wouldn't move unless people bought things from people. It may not be you, but we've got to buy ... and the man who is on the job, with a thorough knowledge of what he has to sell, knows positively when *he can deliver it, and the costs and conditions under which he can deliver it*, has the best chance to get the business.

... the man who doesn't know his business is a headache — he wastes our time, irritates us, confuses us, and gets us in trouble. This type of man would sell more and have better satisfied customers if he'd spend some of the time he wastes calling on us in studying what he has to offer. We can usually spot this man instantly and as a rule have little time for him. He has two strikes on him before he starts.

... one thing that every buyer — whether he's a purchasing agent or an individual buying something for himself — hates, is a broken delivery promise. A salesman had better give a later delivery date he is sure he can make, than to disappoint a buyer who has made plans for the use of the purchase on a certain date. This comes under the heading of "broken promises".

... those men who cannot back up their company's advertisements — who don't read what their firm advertises, who don't keep up to date on their products, and who cannot explain what their company ads mean. This comes under the heading of "men who don't know their business".

... one type of salesman who gives us a pain is the chap who puts on a big show, tries to impress you with the fact that he's a Big Shot, makes an effort to talk over your head, tells you what important people he knows, and uses crude and excessive flattery. He forgets that we're like other normal people. We're trying to make a living and support families, and we've got a job to do ... and we don't like the salesman who pretends.

... then there's the type who is careless, sloppy, poorly mannered, inconsiderate, or affectatious. When you don't like a man you find yourself instinctively disliking his firm and his product.

... *too much persistency is bad. While we admire the man who does a good selling job and tries his best to get the order, we want him to do the things that justify our giving him the business, instead of being so overly persistent that he becomes a nuisance and a bore.*

... just because we've bought from him several times before is no reason for a salesman to take our re-order as a matter of course, nor is it any justification for him to tell us what we want. We don't like the man who never shows up except when he thinks we may have an order for him.

PLAUDITS

WE LIKE:

Men who know their business, are courteous, neat, *considerate*.

Men who can give us good reasons why we should buy their product, make us appreciate the values it represents, and can give us this information clearly and understandably and in a few words.

Men who don't expect us to take their word for everything, but who are willing to prove by demonstration and actual use.

Men who are dependable, who keep their promises.

Men we can find when we need them.

Men who are interested in us after we place an order, who want us to be satisfied.

Men who are positive but diplomatic. Persistent but pleasing. Who have good merchandise to offer and can point out its superiority so convincingly that we can easily recognize it.

Men who are salesmen, know they are salesmen, and keep selling all the time.

Men who don't take advantage of our courtesies, who offer every help they can, and when they're through get out.

Whether the buyer is an individual who is looking into the merits of a Hudson to see how it would suit his own needs and purposes, or a professional buyer who places orders for hundreds of thousands worth of miscellaneous items, we believe they both like the same basic qualities in a salesman.

HERE'S WHERE WE COME IN

We believe ALL buyers like and have a right to expect:

A neat appearance, courteous attitude and due consideration for the wants of the buyer.

A complete knowledge of the product, and sufficient interest and patience, to enable the buyer to get a complete story.

Recognition of the buyer's desires, doubts, rights of selections and decisions.

A willingness and desire to prove every statement—both through demonstration and actually having the customer drive the car, as well as the use of illustrated explanations such as a Portfolio provides.

Subtle, diplomatic, pleasing persistency based on doing more selling, persuading and convincing.

Interest in the buyer after he becomes an owner. Keeping him contented and "on your side".

DOCTORS, DRY CLEANERS, TAXI DRIVERS

Come to think about it, guess we're all about alike — whether professional buyers, salesmen or individuals with an order to place. We all want to be treated as though we're important and as though our patronage is really wanted. And this goes for our doctor, dentist, grocer, dry cleaner, taxi driver, or the man who sells us our automobile.