

Selling at Retail

PHILCO

Balanced-Unit
Radio

1930 Limited Edition
Manual on Plans and Methods

PHILCO

Philadelphia

**Confidential Retail Selling
Plans and Methods**

for

Philco Dealers

1930 Limited Edition

Copyright, 1930, by
P. S. B. Co.

TABLE OF CONTENTS

1. A Personal Message (Your Future in Radio)	3
Philco's Wonderful 1930 Models	4
Philco's New Radio Line	5
Advertising Program	7
This Sales Manual	7
2. Floor Display and Selling	8
3. Stage Your Own Radio Show	10
4. Identify Your Store	12
5. Double Your Radio Business	13
The Advantage You Possess	13
6. Firm Trade-In Policy	16
7. How to Get and Pay Men	17
8. Methods of Obtaining Prospects	19
Getting Prospects by Telephone	19
Variations of Telephone Plan	22
Handbill Plan	23
Radio Census Plan	26
Shop Foremen as Sub-Agents	27
Address Telephone Directory	28
Tie-Up with Paramount Theatre	29
Employees' Headquarters	29
Service Man as Sales Factor	30
Direct Mail Plan	32
9. Pointers for Salesmen	33
10. How to Canvass for Prospects	35
Qualify Your Demonstration	35
The Approach and Solicitation	35
11. Installation and Testing	38
Necessary Tools	38
Installing Temporary Aerial	39
Checking and Testing Receiver	39
Placing the Receiver	39
Checking the Tubes	40
The Actual Testing	40
12. The Retail Sales Talk	41
Creating the Desire to Own	42
Closing the Sale	47
Signing the Contract	48
Preparing to Sell the Husband	49
13. Selling Talk to Husband	51
14. Using the Philco Owner	58
Card Record	58
Letter of Thanks	58
Rewarding Philco Owner for Prospects	60
Suggested Approaches	60
15. Handling Salesmen	61
Weekly Sales Meetings	61
16. Operating Methods and Forms	62
When to Investigate Credit	62
Verify All Sales	62
Sample Forms from Distributor	63

YOUR FUTURE IN RADIO

In our Sales Manual of last year—the 1929 Edition—we called your attention to the fast weeding-out process under way in the radio business, the dropping out of fly-by-night, unreliable manufacturers, and the swift trend toward stabilization in the industry.

This movement toward stabilization is gaining surprising headway, progressing more rapidly each day. The manufacturing of radio receivers is steadily passing into stronger hands—groups that can finance, operate and manage it properly and intelligently. The manufacturing concern that maintains leadership today must be alert and progressive, efficiently organized and controlled both in merchandise and production. Its market must be keenly analyzed and accurately gauged, and then developed by aggressive, sound merchandising and advertising policies.

And another important development is the fact that there is going to be fewer but better, far more prosperous dealers in the radio business in the future—the near future. Hit and miss methods of radio merchandising are fast being eliminated. Dealers are being more carefully selected, will be given proper territorial and franchise protection, and by adopting efficient merchandising and accounting methods, they will find themselves in a mighty profitable business with a limitless future.

Proper manufacturing control is steadily eliminating “distress” merchandise. The day is not far distant when distress merchandise of any value will be a rare article, and then the dealer who depends upon that type of merchandise and its advertising value for his business and his profits must adopt other methods,—stable and enduring methods,—in order to survive. Already the radio dealer who has been *concentrating* on one line of radio, intensively and intelligently, selling it with a personal service and in constant personal touch with his customers, is fast forging into the lead.

The radio business is taking the same trend taken some years ago by the automobile business. This motor car business is truly analogous. You can probably remember when the automobile dealer handled four or five makes of cars. You can remember the many “over night” manufacturers. You can recall the “distress” and “orphaned” merchandise.

You can also remember when this automobile business began to be stabilized, when it gradually passed into stronger hands, when the manufacturing and the merchandising of automobiles became more and more efficient.

And today the automobile franchise is worth a lot of money, and the dealer who in the early days selected his manufacturer with care, stuck to the business, standardized his methods, merchandised efficiently and followed good advice, today owns and operates a mighty prosperous business that even business depressions cannot slow up for long.

The automobile business grew to tremendous size and became stabilized because it was worth stabilizing. The radio business will have limitless growth and complete stabilization because it also is worth stabilizing. And a big factor, a mighty co-operating force, is the fact that in radio as in motor cars, *brands, names, prestige mean something*, a fact which is not characteristic of all merchandise. Ask a man to buy an unknown car and he refuses. Ask a man today to buy an unknown radio, and he refuses.

The wide public acceptance of radio, the keen public interest, the tremendous pleasure, joy and happiness that it provides, convinces us that the future of this business from the retail standpoint—hence the manufacturing standpoint—possesses possibilities far greater than can be comprehended. There are more profitable developments possible in this business than in most any other industry ever started by man.

In other words, during these days you may put on your books, one hundred, five

hundred or one thousand retail customers for radio, and wake up most any day to find that you have something else, a new development, mighty desirable, to sell to those one hundred or one thousand customers of yours. You have picked the greatest of all enterprises today in which to engage.

Naturally it is your desire to become one of the *selected, established* radio dealers in the near future—this very year—when radio franchises *in themselves* will represent real value—even more value than those of the popular motor car brands. And the mere fact that you possess this booklet proves that you can be one of those dealers, *if you concentrate on one line of radio*, do it justice, identify yourself inseparably with it, and work closely with the manufacturer.

Concentrate on one line—avoid overstocking—avoid obsolete, slow-moving merchandise; adopt efficient merchandising methods; and you will be one of those particular, protected, selected dealers getting more profits, more benefits and more factory co-operation than ever.

You Are An Authorized Registered Philco Dealer

And developments have proven that your selection was wise. Philco stands at the top of the radio industry today—that fact is generally admitted. When Philco entered the business of manufacturing Radio Receivers, it announced that Philco was determined to build nothing but quality radio—to build it as the public wanted it built—in the variety it should be built—at prices that would always represent big values—backed up by continuous, tremendous advertising—deliveries when deliveries should be made, and with none of that over-production that had been so unsettling to the industry. Philco rigidly adhered to that policy and today Philco Balanced-Unit Radio possesses a prestige and a public acceptance that are without equal.

The year of 1929 is history—big history for Philco. In 1929 Philco offered the public a complete line of Balanced-Unit Radio,

marvelous in performance and housed in handsome furniture at a price range that astounded the industry. And you know that Philco radio sold—and sold to the ultimate consumer in amazing volume—no over-stocking, no obsolete models, no Philco price-cutting, no forcing of merchandise at any time.

Philco Line for 1930

You have probably already seen the marvelous Philco Balanced-Unit Radio line for 1930—four magnificent models, housed in handsome furniture and in addition a compact, convenient Table model, each model giving a quality of performance that will more than satisfy the most finicky radio fan. Bear in mind that all Philco models are equipped with the new radio discovery—Philco Tone Control, the device that actually enables you to modulate the tone of the broadcasting station to suit your personal taste. Let us consider these big values separately for a moment.

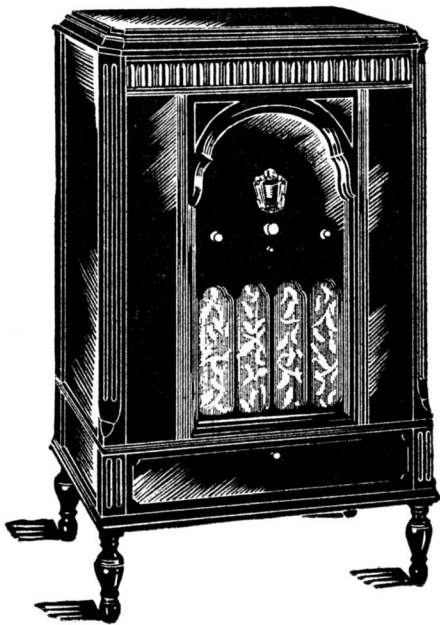
Philco 77 Console

Here is certainly a “leader”—quality radio for the moderate purse and for those who require the smaller size cabinet because of lack of room. This attractive 77 Console model possesses the *new Tone Control*; the new Electro-Dynamic Speaker; Balanced-Unit construction for *undistorted* tone; double-tuned input circuit; linear detector action, doubling amplification; super-selectivity; vast distance range; and the new, exclusive, clear-vision station register and dial which simplifies tuning. And housed in an exquisite butt walnut and bird’s-eye maple cabinet. A splendid radio and selling for ONLY \$95.00, WITHOUT TUBES.

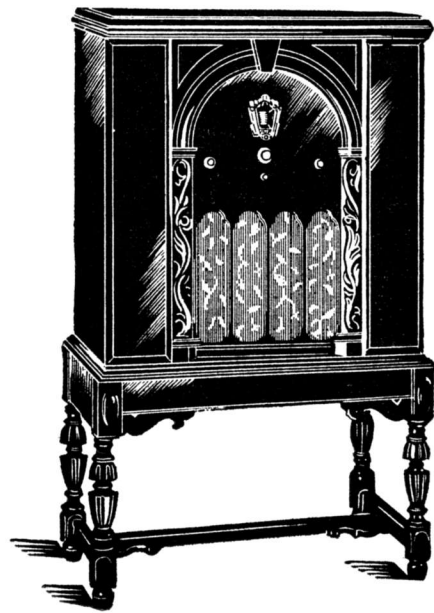
Philco 77 Lowboy

Here we have the same remarkable performing 77 chassis, with Tone Control, housed in the popular Lowboy cabinet. This cabinet design was the most popular seller last year in the entire radio industry, and for 1930 it has the V-matched, figured Oriental wood with the top and side panels

Philco's New Radio Line



Radio-Phonograph



Highboy

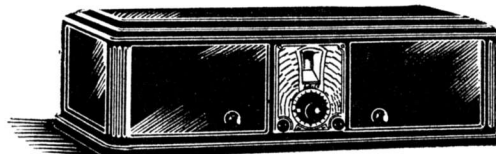
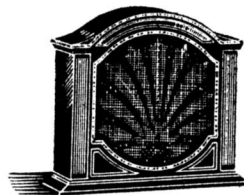
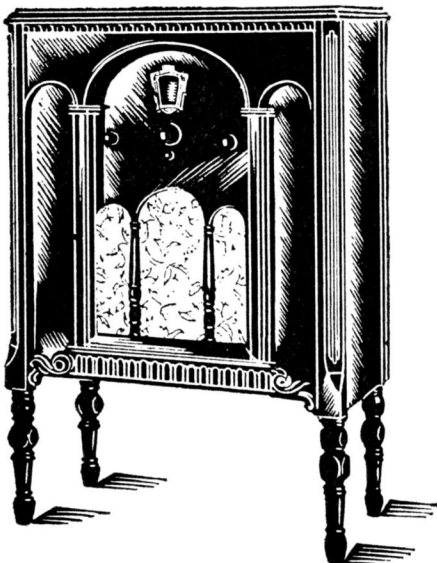
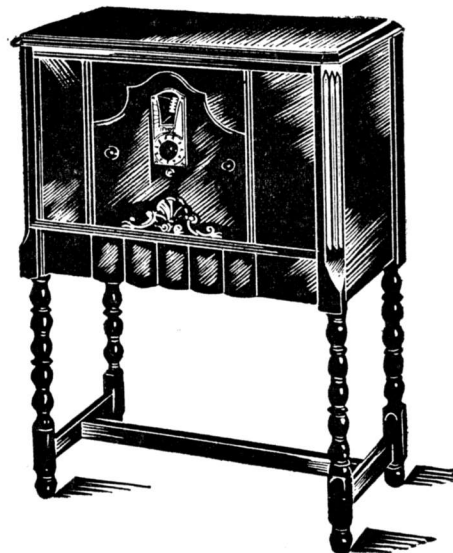


Table Model and Speaker



Lowboy



Console

in American black walnut. No question whatever about its immense popularity! And actually selling for ONLY \$110.00, WITHOUT TUBES.

Philco 96 Highboy

Admitted everywhere to be the greatest radio chassis in the world. This Philco 96 Screen Grid Plus chassis out-performs any radio receiver on the market today—the last word in radio reception. Here is super-power for distant stations; multiplex detector circuit; built-in aerial; Philco *Automatic Volume Control*; also the new Philco radio discovery—*Tone Control*; new Electro-Dynamic Speaker; Balanced-Unit construction for *undistorted* tone; double-tuned input circuit; also the new, exclusive, clear-vision station register and dial. Housed in a magnificent piece of furniture, and selling for ONLY \$145.00, WITHOUT TUBES.

Philco Combination Radio-Phonograph

It contains the famous Philco 96 radio chassis with *Tone Control* and in combination with a phonograph equipment that has never been equalled. The Philco phonograph pick-up is a new development in phonograph reproduction—Philco's own exclusive design, giving a quality of tonal reproduction that is nothing less than marvelous.

And the cabinet is superb with its exquisite pilasters, and its record compartment door of highly figured, matched walnut. The instrument panel is of the matched, figured Oriental wood. The overlays are of fancy burl and top and side panels of American walnut. This splendid model contains every famous Philco feature in radio chassis and phonograph construction. And it sells for ONLY \$198.00, LESS TUBES.

The Philco 77 Table Model

Here is a great value for those who like an attractive, inconspicuous table model with separate Electro-Dynamic Speaker. It contains the Philco 77 Balanced-Unit radio chassis, *new Tone Control*, Selectivity, Vast

Distance Range and other Philco features. This attractive Table Model sells for \$55.00, less tubes. This model also can be had with the famous 9-tube Screen Grid Plus Chassis for \$85.00. And the genuine Philco Electro-Dynamic Speaker separate for only \$25.00.

Direct Current Radio

And, as you already know, in addition to the above splendid line of Philco models, Philco builds a 6-tube Direct Current Screen Grid radio for those dealers who require it, *as well as a Philco battery set in which Philco has put all of its knowledge, and experience and craftsmanship.*

Meets Public Demand

Now here, you will admit, is easy, fast-selling merchandise! It has everything! And you know that today the public absolutely demands *everything that quality radio should possess*—perfect, rare purity of tone, split-hair selectivity, vast distance range, magnificent furniture, and genuine Electro-Dynamic Speaker; and then if there is anything newly perfected, a truly outstanding feature, the public demands that also. And finally, in order to do the maximum volume of profitable business, such complete quality radios must be offered at attractive prices—low prices.

That was the secret of Philco's popularity last year—giving the public the finest in radio performance at most attractive prices. *And this year—this present season—Philco offers finer radio performance than ever with an added feature—the new radio discovery, Philco Tone Control.* This device has already become a sensation in the radio industry.

In other words, Philco makes it possible for you to *concentrate on one line of radio*, and meet any price division of public demand. Regardless of the customer, you have a model to fit his desire, a model to suit his pocketbook. And when you are merchandising Philco, you can feel entirely confident in the face of all competition, because you know that you will positively outstrip all competing makes.

Gigantic Advertising Program

The Philco line this year is so "hot" that it actually ought to sell in tremendous volume without national advertising, but these splendid Philco models, this year of 1930, will be backed up by the most tremendous advertising campaign in all Philco history.

Beginning at once, *right today* and week after week, smashing, big Philco advertisements *in color* will appear in the leading national magazines such as *The Saturday Evening Post*, *Collier's* and *Ladies Home Journal*—a total circulation of over 125,000,000.

The vast American buying public throughout the entire United States, in every city, village and hamlet, will be told about these new Philco models—not once, but *time after time* in splendid, big, national magazine advertisements. Philco's new radio discovery—the Tone Control—will be featured in all of these magazine advertisements, and each handsome Philco furniture model will be displayed and advertised in rotation.

In addition, Philco's own big symphony orchestra, with special vocal talent and under the leadership of Howard Barlow, will broadcast every two weeks over the Columbia network. The Philco hour this year will certainly become more popular than ever

because Philco will have on the air one of the finest symphony orchestras ever organized.

And more important still, the big broadcasting feature of the year, *the Philadelphia Orchestra, under the leadership of the celebrated Leopold Stokowski*, will give four concerts during the season under the sponsorship of Philco. The Philadelphia Orchestra, with Leopold Stokowski leading, is radio's greatest broadcasting feature.

Read This Sales Manual

And now a word about this Dealer's Sales Manual—one of the many dealer helps Philco is furnishing this season. In this Sales Manual we have covered comprehensively the business of selling at retail, the plans and methods that are practical, workable and have been proven successful. We urge you to read the Sales Manual from cover to cover, and give particular attention to the pages devoted to "outside" selling.

You have received one copy of this Sales Manual in your Philco Dealer's Kit. You should undoubtedly have more copies—one for each of your salesmen. If you need additional copies write for them today. Your distributor will gladly supply them or you can secure additional copies direct from the nearest Philco Branch or the Philco factory in Philadelphia.

FLOOR DISPLAY—FLOOR SELLING

All dealers know the value of an attractive floor display, and the first important thing is to have the cabinets unpacked carefully to avoid marring or scratching the fine finish of the woodwork. Use a soft cloth and wipe off the dust carefully; then bring out the exquisite finish of the Philco furniture by rubbing it up with Johnson's furniture polish.

Each Philco model is a fast seller—hence you get lots of turn-over and therefore it is good judgment to have the entire line of models in stock. It does not represent a big investment, and the full line gives you the opportunities of making a fine floor display.

Be sure to have two or three comfortable chairs in your store so that your customers, particularly the women, may be seated restfully while you are showing, demonstrating and selling the particular Philco that your customer may fancy.

As customers come in your store give them prompt and polite attention. Your conversation will quite likely proceed as follows:

SALESMAN: *Good afternoon. Can I be of service to you?*

CUSTOMER: Yes, I would like to see the new model Philco Balanced-Unit radio—the one with the Tone Control.

SALESMAN: *I will be glad to show you these new Philco models. Please step right this way.*

We will assume that you have your Philco models arranged on your floor so that you can point each one out to the customer without wandering from one end of the store to the other.

Do not have them crowded together, but so arranged that your customer need take only one step or two to look at each model. Then you will find it good salesmanship to point out each model in turn slowly, calling it by name and giving the price complete with tubes.

Begin with the Philco Console Model; then turn to the Philco Lowboy, then the Philco Highboy and finally to the Philco

Radio-Phonograph combination model. In other words, even though you intend to concentrate your selling on the Philco Highboy 96 model or the Philco Radio-Phonograph combination model, it is a good plan to establish quickly in the customer's mind the fact that there are five models, including Table model, and no more. Do not force the customer to inquire if there are other models.

Your presentation will quite likely be similar to the following:

SALESMAN: *My name is Mr. Butler, and yours, please?*

CUSTOMER: Mrs. Smith.

SALESMAN: *Philco makes five different models in all-electric Radio Receivers, Mrs. Smith, and no more. We have each of these new models in stock; in fact they have just arrived from the factory.*

This particular model, Mrs. Smith, is known as the Philco Console model and it sells for \$119.50.

That price includes everything—tubes—genuine Electro-Dynamic Speaker—Tone Control—everything—all ready to operate. It is a very popular model, particularly with people who desire a small size radio because of lack of room.

And this next model, Mrs. Smith, is the popular Philco Lowboy model. It sells for \$134.50. That price also includes everything—tubes—genuine Electro-Dynamic Speaker—Tone Control—all ready to operate. Don't you think that this is a handsome piece of furniture?

MRS. SMITH: Yes, I like it very much.

SALESMAN: *And this next model is the Philco Highboy Screen Grid-Plus radio. It sells for \$174.50, including tubes—genuine Electro-Dynamic Speaker—everything ready to operate. This is the finest radio receiver that Philco makes. There is absolutely nothing on the market that equals this Philco Screen Grid-Plus. This is the Philco, Mrs. Smith, with the Automatic Volume Control and also the wonderful new radio discovery—Philco Tone Control.*

The Automatic Volume Control does away

with background noises and reduces static. It not only brings in distant stations but it holds them at an enjoyable volume, and keeps those distant stations from fading.

This Philco Highboy model absolutely gives you everything that is desirable in radio reception—pure, flawless, natural tone; sharp selectivity, and vast distance range. This is the Philco that I can certainly recommend to you, and it will out-perform any other make by a surprising margin. Don't you think that this is a magnificent furniture cabinet?

MRS. SMITH: Yes, it certainly is an attractive cabinet.

SALESMAN: The price that I have quoted you on this Philco Highboy model, Mrs. Smith, includes everything. You not only get the wonderful, rare purity of Philco tone, balanced-unit construction, wonderful selectivity and remarkable distance range, but this instrument has the Automatic Volume Control and that new radio discovery—Philco Tone Control. This Tone Control is the sensation of the year. You have probably heard about it, haven't you, Mrs. Smith?

MRS. SMITH: Why, yes, I have seen it advertised.

SALESMAN: It's a most remarkable improvement, Mrs. Smith. With this Philco Tone Control you can actually modulate the tone of the broadcasting station to suit your particular taste. This Tone Control combined with the Philco Automatic Volume Control gives you a quality of radio reception that you never dreamed possible. And the total cost to you is only \$174.50.

MRS. SMITH: I really had not thought of paying—

SALESMAN: Let me make you this suggestion, Mrs. Smith, do not hesitate to pay a little more money for the best there is in radio. It certainly pays in the long run. Here is a marvelous radio value. Nothing approaching it has ever been built before, and we will be pleased to make arrangements whereby you can purchase this Philco for a reasonable amount to begin with; then you can pay the balance in monthly installments.

MRS. SMITH: Tell me something about

this model (indicating the Radio-Phonograph combination).

SALESMAN: This model, Mrs. Smith, is the Philco Radio-Phonograph combination model. Isn't that a handsomely designed piece of furniture?

MRS. SMITH: It certainly is.

SALESMAN: This model includes the wonderful Philco Screen Grid-Plus Radio Receiver with Automatic Volume Control and with the new Philco Tone Control. It also includes the latest design in phonograph equipment. This means that you have everything that you want in the way of a perfect radio receiver plus a splendid electric phonograph. You can get everything that there is on the air at any time and in addition, if you prefer, you can play the latest phonograph records with a reproduction that is simply marvelous.

The phonograph pick-up in this instrument, Mrs. Smith, is an entirely new design—exclusively Philco. It gives a reproduction of phonograph records that has never been approached before.

And you must remember, that in this reproduction of phonograph records you get the same rare quality of Philco tone made possible by Balanced-Unit radio construction. You have the same famous Philco Electro-Dynamic Speaker. It is unquestionably the finest Radio-Phonograph instrument on the market today.

MRS. SMITH: What does it sell for?

SALESMAN: This Radio-Phonograph combination model, complete with everything including tubes and speaker, sells for only \$227.50.

If this reasonable price appeals to Mrs. Smith, then proceed to give her a demonstration of the Radio-Phonograph combination model. Select records that will give Mrs. Smith a chance to hear how perfectly high notes as well as low notes are brought out. This demonstration will also absolutely prove to Mrs. Smith the remarkably pure tonal qualities of Philco radio. If Mrs. Smith evidences a preference for this Radio-Phonograph combination model, you can undoubtedly make the sale by explaining to her during your sales talk how she can purchase it on the Easy Payment plan.

As you show the prospective customer the different Philco models, you will find that their glance will rest longer on the particular model that appeals to them.

You can also in a large measure direct their interest to the Philco Highboy 96 Screen Grid-Plus or the Radio-Phonograph combination model.

Inasmuch as they know the prices, their preference for a particular model will show quickly, not only because of the appeal of its appearance but also because the price suits their liking. Follow the glance of the prospect carefully. It will return several times to

the model they prefer. **THEN CONCENTRATE YOUR SELLING ON THAT PARTICULAR MODEL.**

Draw a comfortable chair in proper position before that particular model and invite your customer to be seated. Begin your selling talk by stating that this particular model is very popular and is a very big seller.

Important! Elsewhere in this book you will find a very comprehensive selling talk in complete dialogue form. Be sure to read it carefully—several times—because it will be of much help to you in your floor selling.

STAGE YOUR OWN RADIO SHOW

Now is the time—early in the season—for you to stage a radio show right in your own store—a Philco Balanced-Unit radio show, displaying each one of these wonderful new Philco models.

Quite likely by this time you have placed in stock the convenient Table Model, the Philco 77 Console Model, the Philco 77 Lowboy Model, the Philco 96 Highboy and the beautiful Philco Radio-Phonograph combination model. Naturally you will want to stock the complete Philco line at once because each and every model is a fast seller; each and every model fits or meets public demand at the right prices. You have undoubtedly determined by this time to concentrate your selling efforts on Philco, to become identified in your community as the authorized Philco dealer, and therefore, by all means do not hamper yourself by not having on hand a full and complete line of these splendid fast-selling receivers.

Also by this time you have probably received from your distributor the big and complete Philco kit, including Window Trim, Window Cards, blazing Neon Sign, Tone Control Cut-Out, Tone Control Card, Window Transfer, House Flag, Counter Cards, Sales Manual, Service Manual, Finance Plan book, Advertising Portfolio, Enlargement of National Advertising, Movie Star Photo-

graphs, Window Trim Valance and Window Trim Instructions.

Hence you are ready to stage your own radio show in your own store. It is not at all difficult to put on a one-week radio show. You merely keep your store open evenings and arrange an attractive display on your floor of each one of the Philco Balanced-Unit models.

Your store window should be attractively decorated by the use of the new Philco window display, and showing at least one of the Philco models, preferably the Philco 96 Highboy.

You will also be able to use a few inexpensive potted plants, such as ferns, with a bright touch of color to create atmosphere. This will add much to the attractiveness of the show and create the buying mood. If you are located where there is a broadcasting station, consult with your distributor about an inexpensive local broadcasting program. Also endeavor to get members of the local broadcasting talent to appear in your store at a stated time. The radio fans will flock to see the broadcasting star, local or otherwise, and it will be a great drawing card for you.

It is also a good plan to have a goodly number of prospect cards together with all descriptive literature handy on a table.

Contract or lease forms should also be available. You should insist on your salesmen getting names and addresses, together with all possible data on prospective customers.

The more people to whom you show the Philco and demonstrate it, the more sales you will make. If you show them all the Philco Highboy Screen Grid-Plus and the Philco Radio-Phonograph model, you will sell more of those particular models, and the greater will be your profit.

Note the illustration of the Radio Show Advertisement on this page. It will bring people to your store.

As you know, the public does like to attend a radio show, no matter where it may be located. The public appreciates the opportunity of visiting a dealer's store as a radio show guest to look over and inspect new models. The prospect feels that he can attend without being under the least obligation to buy and without being unduly solicited to buy. He comes readily.

Important! Merely send in your request for the mat of this radio show advertisement. Order by number from the dealer's advertising portfolio. We will send you the complete

advertisement in mat form ready for your newspaper.

Additional Suggestions

1. Be sure that proper care is exercised in uncrating the Philco furniture models when they arrive so that they will not become marred or scratched.

2. Be sure that your Philco furniture models are carefully wiped off and rubbed up with Johnson's furniture polish before putting them on display. Appearances mean a very great deal—particularly to women.

3. Be sure that all radio tubes are functioning properly before demonstrating any model to a prospect in the store. Use the Philco Phonograph-Radio model to demonstrate the marvelous Philco tonal qualities. Remember, that the best demonstration is the one that makes the sale.

4. Have a number of comfortable chairs in your store. Make your guest comfortable while demonstrating and selling.

5. Again we suggest that you turn to the pages in this book on which we give a complete selling talk in dialogue form. You should read this sales talk carefully several times because it contains many good suggestions.

RADIO SHOW ALL THIS WEEK

(Have your newspaper insert dates here)

You are invited to attend a special showing, every day
and evening this week, of the

**New PHILCO Balanced-Unit RADIO
models equipped with the new Radio
Discovery—TONE CONTROL**

These are the same superb models that you have seen
advertised recently in the great national magazines.

DEALER'S NAME

Suggested Ad for Local Radio Show

IDENTIFY YOUR STORE WITH THIS HUGE NATIONAL ADVERTISING CAMPAIGN

Huge sums of money are being spent weekly for the benefit of Philco dealers—thousands of dollars going into powerful, result-getting advertising covering the entire nation. This money is being invested in the greatest radio advertising campaign we have ever put on, so that you, as well as ourselves, may reap a harvest of business that will mean money in the bank for all of us at the end of the season.

No matter where you are doing business, thousands of people in your community will know the Philco name and will be familiar with Philco Balanced-Unit Radio. It will be important to you, therefore, that you be known in your neighborhood as the registered Philco dealer. Important, first, because of the sales that you reap from the tremendous Philco advertising and selling campaign; and second, because of the prestige that will be added to your store when you are known as the official Philco dealer in your territory.

Not every dealer who applied for a Philco franchise was fortunate enough to get it.

Come to our office and we will show you applications from hundreds of dealers, and many excellent dealers among them, to whom we were forced to say "No" when they wanted a franchise. Why? Not because we failed to appreciate the standing of these men, but because we realized that fewer dealers meant safer, bigger profits for those who enjoy the Philco franchise—if they CONCENTRATE on Philco with every ounce of energy and take advantage of this wonderful business opportunity.

You were selected as the Philco dealer because we want only live, active, go-getting business men, and we believe you are the type we want.

The Philco franchise will be valuable to you because, after having chosen the best dealer in any community, we protect that dealer in his territory. So the profits and

prestige that follow the acquisition of the Philco franchise in your neighborhood may be reaped by you.

Because we have been so careful in selecting our dealers, we naturally feel that we are justified in going to great expense in supplying them with dealer helps of outstanding merit—to help them sell the Philco Radio.

When we say that it will pay you to use these sales aids, we mean just that. We want you to use them, for we know that they bring in the business. So we say—IDENTIFY YOUR store as the Philco store of your community. Tie up with our advertising. Cash in on this big national campaign.

Here is how you tie up—identify your store as the Philco store of your community:

1. Make full use of the attractive Philco window trims. You have undoubtedly received the first of these window trims from your jobber in the Philco kit. The first trim features the Philco Symphony Orchestra. It can be built around any Philco model. Do not delay in putting this in your window according to the instructions.

2. Make use of the blazing Neon sign for your window. This sign is included in the Philco kit which you have undoubtedly already purchased from your distributor.

3. You have already received in the Philco kit the first two of eight very attractive display cards for your window. These display cards are very valuable and attractive in setting up a good window. Also make immediate use of the Philco Tone Control cut-out and the Philco Tone Control card.

4. And the house flag! This flag is designed to lend a gala appearance to your establishment. Use it as a banner on a pole jutting out from the store front. Also make use of the window transfer which is included in the Philco kit.

5. And now we come to the huge double-

faced blazing Neon sign for outdoor display. This splendid Neon sign can be seen for blocks in either direction, and can easily be installed on the front of any building. If you tried to buy a similar sign—one at a time—in any city, it would cost you hundreds of dollars, but Philco buys them for only \$95.00 each because Philco buys in great

quantities. Refer to Page 11 in Advertising Portfolio.

Now then, your cost for one of these splendid, big, outdoor Neon signs is only \$47.50, because your distributor pays one-half of the original cost of \$95.00. Order direct from your distributor or your Philco branch.

DOUBLE YOUR RADIO BUSINESS BY "OUTSIDE" SELLING METHODS

The following pages are vitally important to you as a registered Philco dealer. The most important that you have ever read. They explain in detail how you can build your radio set business to great volume, surely and successfully. It is the complete story of outside selling, and remember, that some of the greatest retail successes in this country—in fact, thousands of outstanding retail successes—have been made by this method of outside selling.

Just consider for a moment the electric cleaner business, the electric washing machine business, oil burners and so on. It is a fact that the housewife seldom visits a retail store seeking to purchase an electric cleaner or an electric washing machine. The man of the house seldom looks up the oil burner agency to purchase an oil burner.

And yet the volume of business done yearly on electric washing machines, electric vacuum cleaners, electric sewing machines, oil burners and the like is tremendous. We admit that it is not as great as the business done as a whole in radio, but nevertheless you would be very much surprised at the volume of business hundreds of retail dealers *do* secure in such electrical appliances.

The reason this big volume of retail business is done throughout the United States on these various electrical appliances is because of OUTSIDE SELLING. The dealer does not wait for the customer to come in. He goes to the customer, and such a method of selling means that he gets ten sales where he would get only one sale if he

waited for the customer to come to the store. The selling at retail of electric washing machines, electric cleaners, electric sewing machines and so forth is not considered easy merchandising, but yet it is meeting with big success everywhere because of these outside selling methods.

Such electrical appliances are called specialties. They are thus distinguished from commodities. It is generally understood that a specialty is an article for which there is not very much "over-the-counter" demand and which is sold mostly by direct outside solicitation. Merchandise is called a commodity when it is sold rapidly and easily over the counter—in other words when the general public demand is so great that buyers call at the retail store and buy.

The Advantages that You Possess as a Registered Philco Dealer

You are exceedingly fortunate to be in the radio business. You have a tremendous advantage over the man who is selling electric washing machines, sewing machines, electric cleaners and so forth. And the reason that you have a distinct advantage over the electrical dealer, for instance, is because the Philco Balanced Unit Radio has *all* of the good features of a commodity and *all* of the good features of a specialty. It is a fact, as you know, that people in tremendous numbers throughout the United States do go into the radio stores and do purchase radio sets over the counter. This means that the Philco has the one best feature of a commodity.

It has public acceptance. It is in keen demand. It sells "over the counter" to buyers who call.

Now then, as you may know, even though most of the larger specialties do not sell readily over the counter they do have certain marked advantages. Such a specialty generally retails at a price of \$50 or more. This means dollar volume. It is not easy to market a specialty that retails for less than \$50, and the greater the retail price up to a reasonable point, the more desirable it is as a specialty. Then, too, specialties permit of a good margin of profit. Ordinarily commodities sell at a close profit. They sell easily but the profit is slight, but when a dealer sells a specialty *he makes real money*.

Now, consider the radio set. It sells at a good retail price. It gives the dealer the same good margin of profit that he would get on a hard-selling specialty. In other words, the dealer in Philco Balanced-Unit Radio can carry on outside selling and do it successfully. Furthermore there is a big public demand for radio. The public is mightily interested in radio. Hence it is far easier to sell a Philco than it is to sell any other electrical appliance that we have ever heard of.

Furthermore, there is a good "over the counter" demand. You will not only do a healthy retail business in Philco Radio over the counter because of superior Philco performance, prestige and those marvelous Philco features—Tone Control and Automatic Volume Control, but, if you will adopt outside selling—which you can easily do—you will build up a retail business that will be the envy of dealers in other lines.

You must also remember that there is a marked trend toward outside selling in the radio field. It is always advisable for any dealer in any line of business to follow the trend. Do not buck the tide when that tide means bigger and greater profits to you. You can depend upon Philco to give you every possible assistance because we surely do know that particular line of selling.

When Philco brought its all-electric AC

radio set upon the market, a tremendous boost was given to outside selling. You surely realize how very simple it is to deliver a Philco to a prospective customer's home; how easy it is to connect it to the light socket and give a demonstration. No elaborate and complicated installation work is required. The Philco is perfectly adapted to outside selling.

In almost an instant the salesman has the Philco hooked up and where the surroundings are attractive and congenial. He can give the demonstration smoothly and with pleasure. You surely are in a business that gives you a splendid opportunity to develop this profitable outside selling.

And Still Other Benefits

Before we go further, we want to call your attention to a number of other benefits to be derived from outside selling.

1. Outside selling extends your operations beyond your own locality. It gives your business a chance to grow into a very big business. It spreads the contact of your store to customers you would not otherwise get. It secures you repeat tube business.

2. Tens of thousands of people are, of course, daily thinking of buying radio sets, but they keep putting it off. They never get around to the point of actually going down to the retail store, walking in and making the purchase. Outside selling will get you that business, and it is nearly all *extra* business over and above your regular store business.

3. You thus greatly increase your volume without appreciably increasing your fixed expense. This is important. It makes it additionally attractive. Increased volume means greater buying power for you, greater prestige, and of course, greater net profits.

4. The trend in the radio business, as we may have said before, is toward Free Demonstration in the home. The consumer today realizes that he does not know with certainty that he wants a particular radio set until he hears that particular radio set perform in his own home. Outside selling gives you the opportunity of meeting this demand for trial in

the home before purchase. Not the haphazard careless free trial methods that have been a nuisance in the past, but instead a practical, fixed policy—explained further below that makes you *safe* for extra profits.

You Can Make This Plan a Success

We naturally do not know whether a big dealer or whether a small dealer is reading this book. We do not know how large or how small your store may be or the size of your community. But please bear in mind that we do know from experience that you have all of the necessary ability and that you have all the necessary merchandising experience to make a success of outside selling.

If you are a large dealer and have already built up a big business, then there is no doubt in the world but what you should at once develop this outside department. No matter how large your present business may be, you can more than double it with an outside organization. You can operate on just as large a scale as you desire.

And if you are a small dealer there is absolutely no reason why you should remain a small dealer. Your chances of carrying out this plan successfully are just as good as anybody's.

Remember, also, that you will not only sell Philco Sets on Free Home Demonstration, but in order to do the maximum volume of business, you will also sell on the easy-payment plan. That is the reason why we are supplying all Philco dealers with the most attractive financing plan that we have ever heard of. You have probably already received from us the descriptive circular telling all about this special financing plan for Philco dealers. If you have not received this information from us, do not hesitate to ask your distributor or nearest Philco branch for it immediately.

Certain Necessary Policies

As we have explained before, it is necessary nowadays to offer Free Home Demon-

stration. However, this does not mean that you are to leave radio sets in prospective customers' homes *indefinitely* on Free Trial.

You must regulate this just as you would any other policy. In our opinion two or three hours is Free Trial; certainly one entire night is sufficient Free Trial. Three days should be the limit.

Be sure to instruct your salesman that if the prospective customer, after he has received a good selling talk, shows absolutely no interest, no intention of buying, then the radio set should be taken out.

If the man of the house gives every indication of being an unpromising prospect, but yet requests that the radio set be left for a day or two days longer, then we suggest that your salesman use the following conversation to make sure that he is not wasting his time or leaving the set without any chance of selling it.

MR. SMITH: Well, you might leave the set a couple of days and I'll see how well I like it.

SALESMAN: *Mr. Smith, we have no particular objection to doing that. However, you must remember that the demand for Philco sets is very great. We always have difficulty getting as many of them as we want. They are not only scarce in this community, but they are scarce everywhere in the United States because of the big demand. I will be glad to leave it with you a day or two longer, but I want to frankly ask you this one question. If you find that the Philco set is everything you desire and everything I say it is, will you buy it?*

MR. SMITH: Well, yes. If I find that it pleases me in every respect, the chances are that I'll do business with you.

SALESMAN: *That is perfectly satisfactory and I will drop back to see you tomorrow evening.*

MR. SMITH: All right, I'll be here.

On the other hand, if Mr. Smith declares positively and absolutely that he will not even consider buying a radio set at this time, then the thing to do is "pull" the receiver, using tact and judgment so that Mr. Smith's attitude remains friendly.

It is also necessary that you be prepared

to extend Easy Payment terms to prospective customers as we have explained before. Ten months to pay is attractive and carries fewer collection problems than shorter terms with higher payments.

Do not worry about payments all being made before the summer months. There was some sense to that policy before the

days of chain broadcasting, but today the experience of the largest easy-payment operators is greatly in favor of ten months. Again we repeat, if you have not received our circular that fully describes the financial plan that we have for Philco dealers, be sure to ask your jobber or the Philco branch for full details at once.

FIRM TRADE-IN POLICY

Read This Suggested Sales Policy on Trade-In Allowances

We particularly urge you to consider the following policy in connection with trade-in. It has proven very successful in reducing the cost of trade-ins.

The first principle of the recommended trade-in policy is that the dealer should not allow for an old set more than 10 per cent of the retail price of the radio which he is offering for sale. In other words, if the retail salesman is selling a Philco Radio having a retail price of \$175, the maximum trade-in allowance should be no more than 10 per cent or \$17.50. There should be no exceptions to this rule. And now we will proceed to the most important feature of this recommended trade-in policy.

We realize that there is nothing new in the recommendation that the radio dealer always limit his trade-in allowance to 10 per cent of the retail price of the radio he is selling. Our recommendation goes beyond that because we know that in spite of the above policy many radio dealers have found that trade-ins have constituted from 4 per cent to 5 per cent of their cost of doing business.

The number of sets that have been traded in has been surprisingly large and the quality of these sets has been almost invariably poor. In other words, regardless of the fact that you may limit your trade-in allowance, the retail salesman has proceeded, in scores of cases, to make the trade-in allowance when it was not necessary.

Now, in addition to limiting the trade-in allowance to 10 per cent of the retail price of

the set being sold, we recommend the following plan because, after investigation, we are convinced that this plan will cut down the cost of trade-in as much as one half.

One very successful retail dealer with a large outside selling organization is using this plan consistently and we have the accurate figures from him. Therefore, we pass it along to you with confidence. Here is the plan:

First, in figuring the commission of the retail salesman this dealer deducts 10 per cent of the retail price of the merchandise. If the retail price of the Philco is \$175, for instance, the dealer would first subtract \$17.50 and the retail salesman understands that he will get a commission of 10 per cent on \$157.50, the amount of the commission being \$15.75.

Therefore, the dealer on each sale has always set aside 10 per cent as a trade-in allowance and the salesman receives in addition to his \$15.75 one-half of whatever amount he saves of this 10 per cent trade-in allowance.

For instance, if the salesman allows the entire amount of \$17.50 to the customer as a trade-in allowance, he has not earned himself one single penny in addition to the \$15.75 he receives for making the sale. If he allows the customer \$10 of the \$17.50 trade-in allowance, then the store makes \$3.75 and the salesman makes \$3.75. If the salesman allows only \$5 as a trade-in allowance, then he and the dealer divide the remaining \$12.50. And in cases where there is no trade-

in allowance whatsoever, the salesman receives \$8.75 in addition to his commission of \$15.75 and the store receives an additional \$8.75 because of no trade-in allowance.

In other words, it has worked out that when the retail salesman is given the privilege of earning one-half of any portion of the 10 per cent allowance that he saves, it has become a real incentive to him to do away

with trade-ins altogether. And you will be surprised how that policy will cut down your trade-ins. The salesman will sell the customer the idea of keeping the old set, giving it to a friend or relative, or giving it to some charitable institution. *Note on the following pages in this book in our selling talk to Mr. Smith, the husband, how the matter of trade-in allowance is handled.*

HOW TO GET AND PAY MEN

You can proceed with the outside selling plan on either a large or small scale. If you start in a small way, build your outside organization as rapidly as possible.

Procuring "outside" salesmen and then getting results from them may, or may not, be a difficult job. It depends upon your frame of mind. Approach your opportunity of building an outside organization with the knowledge that you can do it because it is being done successfully every day, every year.

Possibly you have a salesman or two connected with your store. There is no reason why one of them cannot become your first outside salesman. It presents to the man a real money-making opportunity. Be liberal in paying extra bonuses or commissions when he is making profits for you.

If you are doing business on a moderate scale there is no reason why you, yourself, cannot spend an hour or two each day and another hour or so each evening in outside selling. What you should strive for, however, is a real go-getting organization of four or five men to carry on this work day in and day out. Many radio dealers who previously did only a small business now have outside selling organizations of eight or ten men bringing in the business in big volume.

It is as easy to operate with an outside force of four or five men under competent supervision as it is to operate with but one or two men. A large organization does require more system, but this is not difficult. We explain to you elsewhere herein just how to handle such an organization.

A radio organization on outside selling can be built up much more easily than one, for example, in the electric cleaner or washing machine business. Public acceptance of radio is far greater and, consequently, there is a far greater demand. Salesmen are accorded better reception when canvassing and their earnings are higher. Many very successful salesmen in other specialties have deserted those lines in favor of the greater opportunity in radio. And in Philco you have the greatest proposition of all.

Advertise for men in your local newspaper that carries the most classified advertising. A large general circulation is what you want. You will probably run both "blind" and "open" advertisements. Determine which is the most productive by experience and then run the majority of that kind. As a general rule, we are inclined toward "open" advertisements, those giving your address.

Do not run the same advertisement for more than three consecutive days. Write your copy clearly and make it attractive. Small advertisements run frequently are often more effective than a large advertisement. Run your advertisements under the headings of "Male Help Wanted" or "Men Wanted" as well as "Salesmen Wanted." The following advertisements may be used:

WE want live salesmen with clean records to sell amazingly fast-selling article. Not electric cleaners nor electric washers, but a man with such experience is the man we want. You can easily make over \$50 weekly. Automobile required. Call at.....

SALESMAN can make more than \$50 weekly selling Philco Balanced-Unit Radio, the famous radio with Tone Control. A real opportunity for man with automobile who has had experience selling such articles as cleaners and washers. Call at.....

SALESMAN with automobile for wonderful money-making opportunity. Not electric cleaners nor electric washers, but we want a man with such experience. You can make over \$50 weekly. Call at.....

PHILCO requires at \$50 and up weekly several salesmen with cars to sell on Free Home Demonstration the wonderful new Philco Balanced-Unit Radio with the remarkable Tone Control. Call at....

MEN—Two clean-cut, ambitious men wanted for sales position. \$50 and more weekly; excellent opportunity. Permanent. Married men, 25-40, preferred. Car an asset but not essential. See Mr. Thompson, Whiteside Radio Co., 145 Second St., 10-11 A. M.

Interview the applicants singly. Put them at ease and encourage them to talk. Hire the man who loves to sell. Do not take a man who is "down and out." The same factors that caused him to fail before still prevail and you do not have time to correct them.

Do not employ men who are financially irresponsible—a good salesman is never broke. Employ only those men whose appearance is good. You are entitled to good men and you can get them with the Philco proposition. Hire the clean-cut, ambitious man who has had successful outside selling experience. Hire a man with a car in preference to one without a car.

Your interview with the prospective salesman should be full enough to completely "sell" him the position. You want his wholehearted acceptance—his full understanding. You do not want the man who merely says "Well, I'll try it"—and fears that he won't make a "go" of it.

Cover the following subjects in your interview: Make it clear that the job is on commission and point out the advantages of commission. Tell about the radio industry—that it is only about eight years old—that in 1921 the total radio business in the United States amounted to only 60,000 receivers, and in 1929 the radio business in this country amounted to more than \$800,000,000—and that the surface has barely been scratched.

Tell about Philco—that it is the greatest performing set ever built—that at the end of 1930 Philco will be in first place in the radio industry—that Philco has been known to the world for twenty-five years—that Philco has branches and depots over the entire United States—that we have what is known as a "hot" line—that great sums are

continually being spent on national advertising, billboards, Philco Hour, Philco-Paramount tie-up, etc.

Make sure that you get complete information as to the name, address, telephone number, etc., of all men whom you accept. You will also wish references, no doubt. Judge for yourself whether you wish to use an application form and, if so, what questions you wish to ask. You can have a few application forms mimeographed at small cost.

Now you come to the matter of commissions—what the man gets and when he gets it. You should pay your outside salesmen 10 per cent commission on all sales. The commission is payable on the list price of the set that is sold, subject to any arrangements that you may make on trade-ins. You will have a definite trade-in policy which will determine whether or not a trade-in allowance is deducted before commissions are figured.

The men should be paid weekly, preferably on Saturday. Two days or so should elapse between the time that their sales for the week are closed and pay-day. It is a good idea to pay on Saturday for all sales made before the close of business on Wednesday. This gives you an opportunity to verify sales, determine credit, etc. Make sure that the salesmen understand this. Do not give advances against commissions.

Maintain a reserve fund for each salesman. You can deduct 10 per cent of his commissions in favor of this fund until \$200 is reached. This fund is used for reverts. When a revert occurs, charge the commission paid to the salesman on account of the "sale" to his reserve fund and then deduct 10 per cent of his commissions again until \$200 is shown.

Explain this thoroughly to the salesman when he is employed and get him to sign an authorization for you to deduct a percentage of his commissions for the purpose. Also, you may wish to deduct the salesman's automobile insurance from his reserve fund. The authorization form which he will sign can be very simple—draw one up yourself or consult your jobber. Pay the amount in his reserve

fund to a salesman ninety days after he leaves your employ—not before.

Ask your distributor for help in organizing

your outside selling. All Philco distributors are well posted on all operating methods. He is equipped and glad to be of assistance.

METHODS OF OBTAINING PROSPECTS

On the following pages we are outlining to you a number of unique methods by which prospects for Philco Radio can be obtained; also a number of methods that the soliciting outside salesman can use in making his approach to the housewife or the home owner. However, as regards methods for obtaining prospects, always bear in mind that the two sure-fire, economical, efficient and productive methods are: (1) *house-to-house canvassing by salesmen* and (2) *“leads from customers.”*

You will find that the smart, productive, money-making salesman invariably is the one who picks or is given a definite territory, and who then by himself and for himself, alert and full of confidence, makes a persistent house-to-house canvass for prospects. Short cuts are seldom profitable, and probably the reason why house-to-house canvassing in radio is so profitable and so intelligent a procedure is because of the keen public interest in radio and its wide public acceptance.

We ask you to stop to think how many thousands of outside salesmen are making a success of the electric cleaner, electric washing machine, and electric refrigeration busi-

ness by house-to-house canvassing methods. We admit that those are great businesses with a good public demand, but there never was an article of merchandise built *in which the public is so keenly interested as radio.*

You know how easy it is to strike up a conversation any time with anybody on the subject of radio, a discussion of tone, selectivity or distance range. To put it briefly, radio is the ideal merchandise for house-to-house canvassing because the salesman has at his tongue's end so many interesting things to say about radio to people who are enthused over it and who are ready to talk about it.

Later on in these pages we are going to outline in dialogue form the house-to-house method of canvassing, and we are going to deal completely with the subject of *“getting leads from customers.”* However, for the next two or three pages we will outline to you some other methods for obtaining leads and prospects. We give you these unique ideas because without question they have worked out profitably in many localities. You may judge their merits, and adopt those that appear most suitable to your locality.

GETTING PROSPECTS BY TELEPHONE

The telephone can be used to big advantage in securing live leads for outside salesmen to follow up. We are outlining here a practical telephone solicitation that will bring you profitable results.

The telephone has been used successfully in getting prospects for the sale of such merchandise as electric cleaners, electric washers and electric refrigerators, and it is far more effective, far more productive in radio than in any other line of business. This

is probably true because of the widespread, keen interest in radio, and the readiness with which people become interested in discussing it.

Some Philco dealers have as many as five or six people using the telephone constantly to secure prospects for home demonstration. Quite possibly your community and your store will not justify your using more than one or two persons for such telephone work. Read the following instructions and then by

all means test out this telephone plan. Try it out for at least two or three hours to prove to yourself its effectiveness and productiveness.

Take the telephone yourself and call up ten or twelve housewives, one after the other, using the telephone conversation that we outline in these pages; then note the results that you receive in the way of live prospects.

The woman of the house is a big factor today in the buying of radio receiving sets. As you know there was a time when the man was almost the sole purchaser, but today very few radio sets are sold to the home without consultation between man and wife.

Then, too, Philco furniture models are so superbly beautiful and attractive that they have an instant appeal to the woman of the home. Hence this telephone solicitation can very profitably be tried out during the day by telephoning the housewife for an appointment to call. You will also find it profitable to use this telephone solicitation in calling up the men at their offices or when they are at home at night.

Many Philco dealers employ a number of bright young women to do this telephoning to secure leads for the outside salesman. On the other hand, many stores get the salesmen to use the telephone and the salesmen secure their own leads. The following rules apply to all telephone solicitations:

1. When the lady of the house answers the telephone, tell her in a deliberate, well-modulated voice, and very distinctly, so that she will not need to ask you to repeat, who you are and whom you represent. You gain her confidence by your directness.

2. Do not prolong your telephone conversation unless she wishes to do so. Two or three minutes is enough.

3. Do not use any trickery to get into her home. She will resent it. By your directness you will gain her confidence and if she is interested, she will see you; otherwise don't waste your time on her—call another number at once.

We suggest that your conversation go along the following lines:

Mrs. Smith answers the telephone.

SALESMAN: *Is this Ontario 2675?*

MRS. SMITH: Yes.

SALESMAN: *Is this Mrs. Smith speaking?*

MRS. SMITH: Yes, it is.

SALESMAN: *Mrs. Smith, my name is Mr. Butler. I am in charge of the Radio Department at the Whiteside Radio Company. I called up to ask you what kind, what make, of radio set you have.*

(Do not merely ask the lady if she has a radio, because if you do, she is very apt to say "yes" whether she has one or not.

(If you ask her what kind, what make, of radio she has, while she may not recall the name of it, you will at least get the correct answer as to whether or not she owns one. This point is more important than you may think.)

MRS. SMITH: Why, we have a Meadowlark radio. (She may not recall the name of her set but merely state that she has one. It makes no difference in the conversation.)

SALESMAN: *Let me ask, Mrs. Smith, is your radio set operated by batteries or does it operate from the electric light socket?*

MRS. SMITH: Well really, I don't know.

SALESMAN: *Does your husband have to buy batteries for it?*

MRS. SMITH: Oh yes, I remember now, Mr. Smith does buy batteries for it and he has to have them fixed up or charged.

SALESMAN: *That is what I wanted to know, Mrs. Smith. Now let me tell you why I called you up. Our Company—The Whiteside Radio Company—has secured the dealer franchise for the Philco All-Electric Balanced-Unit radio. It is that wonderful, new 1930 model, equipped with that new radio discovery—THE PHILCO TONE CONTROL. You have probably heard of it. It is creating such a big sensation.*

MRS. SMITH: Why yes, I believe I have heard of it.

SALESMAN: *I thought quite likely you had heard of it Mrs. Smith, because this wonderful new Tone Control feature is being advertised in all the leading magazines. Millions of people hear about it over the air during the*

Philco Hour, and it seems that almost everybody is talking about it.

As you probably know, Mrs. Smith, the Philco is strictly an All-Electric Radio—operating directly from the light socket exactly in the same manner as one of your table lamps is connected to the light socket.

The Philco is entirely dry. No batteries, no acids—nothing of that kind whatsoever. However, what I really started to tell you, Mrs. Smith, is that the Philco factory in Philadelphia have informed us that we can place a limited number of these new Philco Radios on absolutely Free Demonstration in a certain selected list of homes. In other words, we can give an absolutely Free Home Demonstration of the splendid new Philco Highboy model, the instrument with the Automatic Volume Control and with that wonderful new radio feature—the Philco Tone Control.

You certainly should hear the marvelous effect produced by the operation of this Tone Control, Mrs. Smith. It actually enables you to modulate the tone of the broadcasting station to suit your particular personal taste.

Then, too, I want you to see the superb, handsome piece of furniture that houses this wonderful Philco radio. I feel sure that when you see it you will admit that Philco is the finest radio receiver ever built.

Mr. Whiteside made out a list of ladies this morning for me to call up to inform that they could have a Free Demonstration of this new model in their homes without the slightest obligation on their part whatsoever.

You are one of these ladies, and I want very much to bring this Philco radio set out to your home.

I want Mr. Smith and yourself to try it out—to listen to its wonderful purity of tone, and its marvelous reproduction. You have never heard anything to equal it I am sure, and Mr. Whiteside and myself want you to test out its vast distance range and its hair-line selectivity.

We particularly want you, Mrs. Smith, to see its rich beauty as a piece of furniture. We want you to see how attractive it will look in your living room. You probably know right

now the exact spot in which you would like to place it.

We want you to feel perfectly free to accept this Free Demonstration offer. There are no strings to it whatsoever, and it does not place you under the least obligation. (Be cordial and confident. Talk clearly and easily.)

MRS. SMITH: Well I hardly think—

SALESMAN: *We are only too glad to do this, Mrs. Smith. You will not be imposing upon us in the least in accepting this Free Demonstration offer. It just happens that I will be in your neighborhood tomorrow afternoon. I am having a Philco delivered on Free Demonstration only a block or two from your home, and at the same time I can easily bring out to you one of the beautiful Philco Highboy Models with the new Tone Control for you to try out.*

Remember this Trial Demonstration is free, and it does not obligate you in any manner.

MRS. SMITH: Well, your offer sounds very fair, but really we have not been thinking of buying another radio set. I don't believe that we can afford it.

SALESMAN: *Just let me ask you this, Mrs. Smith. After you and Mr. Smith have an opportunity to try out and test out this brand new Philco, and you find that its performance in every respect, Tone, Selectivity, Distance Range and other features, is far more marvelous than anything you had ever heard of or imagined; and if you also find that the price is right and the terms of payment entirely satisfactory, don't you think that Mr. Smith would want to keep it?*

MRS. SMITH: Well, I suppose if my husband wanted it he would buy it.

SALESMAN: *All we want to do, Mrs. Smith, is to give you a Free Home Demonstration of this wonderful receiver. We are very anxious right at this time, just as these new models have arrived in the city, to give a few selected demonstrations in certain homes such as yours. You are not obligated in the least, because we are anxious to have you and Mr. Smith hear this wonderful new instrument. We know that you will both admit as soon as you hear it that you never dreamed that radio reception could be so true, so clear and so amazingly life-like.*

What time will you be home tomorrow afternoon, Mrs. Smith? Will 2.30 or 3.00 o'clock be a convenient time for me to call?

MRS. SMITH: Yes, that will be all right; but you understand that we are not under obligation to buy a radio set.

SALESMAN: *I understand that perfectly, Mrs. Smith. I feel sure, however, that once you and Mr. Smith have seen this beautiful radio and have tried it out thoroughly for distance, purity of tone and selectivity, that you will insist on keeping it. But I want you to know that I thoroughly understand that you are not under the least obligation. And whether you buy a Philco radio or not, we are anxious to have you take advantage of this Free Demonstration offer.*

So I will be there between 2.30 and 3.00 o'clock, and will not take up very much of your time. Will that be all right?

MRS. SMITH: Yes.

SALESMAN: Thank you. Goodbye.

Variations of Conversation

If you ask Mrs. Smith the kind or make of her radio, and she replies that she does not own a radio of any kind, then your conversation should proceed as follows:

SALESMAN: *Inasmuch as you do not own a radio, Mrs. Smith, I KNOW that you will be very much interested in what I am going to tell you.*

MRS. SMITH: Well, we are not thinking of buying a radio now. We might some time later, but not now.

SALESMAN: *That is perfectly all right, Mrs. Smith, but first let me tell you why I telephoned you. It will take me only a minute or two and this is not in any way a selling talk.*

Note: Continue your conversation with Mrs. Smith from this point on just as previously instructed.

Another Possible Variation

If Mrs. Smith replies that she owns an ALL-Electric Radio, when you ask her what kind or make she possesses, you start your conversation as follows:

SALESMAN: *Does your . . . radio satisfy*

you completely, Mrs. Smith? Doesn't it ever give you any trouble?

MRS. SMITH: No, I don't believe it gives us much trouble. We enjoy the radio very much.

SALESMAN: *How long have you had your radio, Mrs. Smith?*

MRS. SMITH: Well, I guess we have had it for two or three years.

SALESMAN: *If you have had your present radio set for two or three years Mrs. Smith, you will certainly be interested in what I am going to tell you.*

You don't mind talking to me for just a moment or two?

MRS. SMITH: Why no, go ahead.

Note: Continue your conversation with Mrs. Smith from this point on just as previously instructed.

Try Out This Telephone Plan

By all means, Mr. Dealer, do not neglect to use this telephone plan. You will be gratified with the good prospects that you can get. Try it out yourself. Give it a good test.

Do not be satisfied with merely calling up two or three ladies, but spend at least two hours at the telephone. In other words, whoever starts at the telephone have them put in two or three hours, and when they are through you will be surprised at the amount of business you have in sight.

Study the dialogue in the telephone conversation we have given you here. Have the telephone operator or whoever is going to use the plan, read this telephone conversation over several times. You will find that it is a big assistance to you or any of your sales persons in moulding their own conversation. The words will very quickly come easily and smoothly.

All that is necessary is to talk easily, nonchalantly, and in a friendly tone of voice. Don't hurry your conversation. Don't give the impression from the way you talk that you are afraid you will not be listened to. Many housewives will have no objection whatsoever to hearing your story.

Checking Back Prospects

If it happens that you employ one or two or more bright young women to use this telephone plan for your business to get you prospects, remember that it is a good idea to have the salesman call up the prospect again before going out to keep the appointment. Therefore, the thing to do is to instruct the young woman to make no appointments for the day on which they telephone but to make appointments for the following day or later days.

The salesman who expects to make the call should telephone the prospect before going out with the Philco to make sure that the lady of the house has not forgotten her

appointment. The lady of the house does sometimes forget that she made the appointment.

Furthermore, it is not unusual to secure for a salesman four or five appointments in a single day. Therefore, it is well for him to get them all on the telephone before making calls in order to sort out the best of these prospects for his attention; also particularly to make sure that the lady will be home.

If your delivery department makes delivery of the Philco radio, you have an additional reason for making sure that the appointment is satisfactory and that the party will be home so that the trip will not be wasted.

THE LEAD-GETTING HANDBILL PLAN USED WITH BIG SUCCESS EVERYWHERE

Costs But Little—Easy to Carry Out

Here is an advertising plan to get live leads and also store sales that you can carry out at any time with big success—very big success.

IT WILL COST YOU \$49.50—AND NO MORE—TO CARRY THIS PLAN OUT IN EVERY DETAIL. Very little trouble! Very little time necessary! And you should sell, without question, 10 to 15 or more Philco Balanced-Unit Radios. Why? Because it will bring you plenty of live prospects for your retail salesmen—and actual sales in your store—every time you try it.

Figure it out for yourself. If this plan requires very little time, very little effort, and is simple to handle, and you can sell even 10 Philco Radios at a total cost to you of only \$49.50, then you will admit that the plan is just the thing you want. Ten Philco sales at a total cost of \$49.50 means that you are paying only about \$5 advertising cost per sale. A mighty profitable venture, isn't it? It means that your profit will be about \$500 or *even more*, depending upon the models you sell.

And You Can Do This At Least Once Every Month

If you can spend \$49.50 and make \$500 and *even more* because of the live prospects or leads you will get, then you certainly do want to do it. That's a fact, isn't it?

We realize that it would be a big mistake on our part to advise any dealer to do a single thing in the way of spending money that did not pay him liberally. We would not for a moment tell you to carry out this plan or any other plan if we did not know that it would pay you and pay you well indeed. It certainly is worth your while to try this plan ONCE to prove to yourself whether or not it really works as we say it does. Then repeat it time and again.

Now Here Is the Plan

First, read the copy of the handbill reproduced in the Dealer's Advertising Portfolio. The handbill is, of course, larger than this illustration. Its actual size is 9 inches by 12 inches. You will notice that it is an inexpensive handbill. It costs you only \$3.50 per thousand.

We want you to order from us 5000 of

these handbills. This means that the entire 5000 handbills will cost you only \$17.50, AND WE WILL PAY THE TRANSPORTATION CHARGES. This \$17.50 for handbills is the first item of the total cost to you of \$49.50.

Read this handbill thoroughly—read every word of it—and you will see that it is a very strong and powerful piece of advertising copy. We know for a fact that it is a very strong piece of advertising because we have tested it out and it has produced the business.

Your name and your address and your telephone number will appear on each of the 5000 handbills that we ship to you. They will be printed for your own particular business.

Now Then — the Next Step

Just as soon as these handbills reach you, you are to hire four boys—school boys. You pay them only \$1.50 per day, or at the very most \$2.00 per day.

Such boys come into your store every day and you know them. When you hear from us that your circulars have been shipped, or when you receive the circulars, ask four boys in your neighborhood, who you know are honest and reliable, to report to your store at 8.30 o'clock on a certain Monday morning. In the meantime, find out whether or not it is necessary to secure a permit for these boys to distribute the handbills. In some cities local ordinances require a small fee of 50 cents or a dollar. Just phone the City Hall for this information. Probably such a permit is not needed in your community.

Now Then — the Third Step

You will find that these boys can deliver these handbills to the homes in all of the blocks surrounding your store at the rate of 400 to 450 daily for each boy. In other words, each boy can slip this handbill under the door or into the mail box of over 400 houses each day.

This means that if you have four boys working for you, beginning at 8.30 Monday morning, they will deliver 1600 handbills for you every day. At the end of four days AT

THE MOST every one of these 5000 handbills will have been slipped under the doors or into the mail boxes of 5000 homes in your vicinity.

Before these boys show up at your store to go to work delivering these handbills, you should get the territory laid out. You can easily decide which streets each boy is going to work so that there will be no duplication.

Another Important Feature

Boys are all more or less alike. You know and we know that they do not take business seriously, and therefore they will bear watching while they are delivering these handbills for you.

A boy may start out for you and deliver very conscientiously 100 handbills and then suddenly get the idea that he can throw the rest away, and collect the money from you anyway. This is a trouble that is easily prevented. You simply give each boy a part of his circulars and start them all out. Tell them what streets to work on and what direction to go. Tell them that somebody will meet them with your automobile several times during the day, and will give them more handbills and further instruct them where to go. Then all you need do is to take your car and check them up once or twice every day. Drive up to them suddenly and ask them how everything is going. Then they will realize that you are on the job and watching them, and you will find that the boys will then very thoroughly deliver each one of your handbills.

And Then What Happens?

The thing that then happens is that you begin immediately to get telephone calls and personal calls. In fact, you get live prospects for your retail salesmen outside. *Most important, you get people into your store interested in buying the Philco Balanced-Unit Radio.*

Remember! *Whether you have outside salesmen or not, by all means use the handbill plan, the telephone plan and our newspaper advertising because they bring you the business in the store as well as inquiries.*

LOOK! It's Here!

The NEW **PHILCO** Balanced-Unit Radio with TONE CONTROL

Yes, just arrived from the factory, the complete line of handsome new Philco models—equipped with that new radio discovery—Philco Tone Control, the device that actually enables you to control the tone of the broadcasting station to suit your personal taste—the sensation of the radio world. Note the remarkably low prices of the Philco models and the exquisite design of the handsome furniture cabinets.

Read this Special Offer!

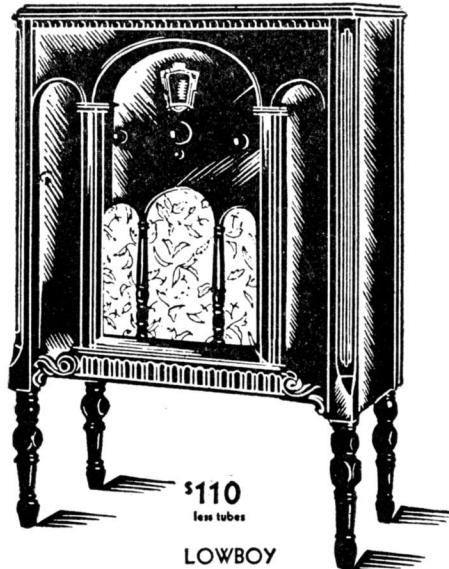
Select any Philco model you choose, and we will deliver it to your home on absolutely FREE Trial Demonstration. We want you to see its beauty, to hear the matchless quality of tone, test its selectivity and vast distance range. And by all means we want you to get the thrill of operating the Tone Control—Philco's new radio discovery. This Free Trial Demonstration does not place you under the least obligation.

Easy Payments

Yes, and then if you decide to purchase the new Philco, you can have it for your own on Easy Terms. Merely make a small payment to begin with and pay the balance monthly.

Call at Our Store or Telephone Today

As you probably already know, the demand for this marvelous new Philco, with the Tone Control, is tremendous. Hence, we can place only a limited number on Free Home Demonstration. So call at our store or telephone before this special offer ends.



\$110
less tubes

LOWBOY

Philco Screen Grid Lowboy with Philco Tone Control. A truly beautiful set. Electro-Dynamic Speaker, Balanced-Unit construction, exclusive Clear-Vision Station Register and Dial.



HIGHBOY

Philco Screen Grid Plus Highboy with Philco Tone Control and Automatic Volume Control. Nine tubes—the most highly selective set on market. Handsome cabinet.

\$145 less tubes

Each
Philco Model
is equipped
with the NEW
Radio Miracle—
Philco
Tone Control



CONSOLE

Philco Screen Grid Console with Philco Tone Control. Sized to fit the needs of the modern small home. Electro-Dynamic Speaker and famous Balanced-Unit construction. Exclusive Clear-Vision Station Register which simplifies tuning.

\$95 less tubes



RADIO-
PHONOGRAPH

Philco Radio-Phonograph. Containing the famous Screen Grid Plus Radio with Philco Tone Control, in combination with Philco's newly designed Phonograph Equipment. Balanced-Unit construction. Magnificent cabinet.

\$198 less tubes

FURTHERMORE, YOU CAN CARRY OUT THIS PLAN ON A LARGER SCALE THAN 5000 HANDBILLS. MANY DEALERS DISTRIBUTE AT LEAST 10,000 EACH MONTH. THE MORE DISTRIBUTED THE BIGGER THE VOLUME OF BUSINESS.

Actual Cost Figures to Operate This Plan

5000 Handbills delivered (with your imprint)	\$17.50
Cost to you of four boys for delivering over period of four days.	32.00
TOTAL COST	\$49.50

NOTE: It may not cost you \$32.00 to get the handbills delivered. You may get the boys for \$1.50 per day instead of \$2.00, and furthermore, they may make the entire delivery in three days instead of four days.

Your profit on this operation should easily be \$500, because you should most certainly sell 10 Philco Radios, if the handbills are carefully distributed. We have given you a conservative estimate of sales because we do not want to exaggerate in the least, but we know dealers who have sold 25 and 30 Philcos by simply distributing the 5000 handbills.

Furthermore, the distribution of these handbills will give your business a great deal of general advertising in your locality, and

it will also result in the immediate sale of other merchandise. This is the simplest and most profitable advertising plan that we have ever discovered for the retail dealer.

If you decide that you want to distribute 10,000 handbills or more, we will be very glad to furnish them to you for only \$3.50 per thousand with your imprint. WE WILL PAY THE TRANSPORTATION CHARGES TO YOU.

An illustration of this handbill is also shown on the Dealer Advertising Proof Sheet. Send your order for handbills right away.

When ordering handbills, write your name and address clearly; also your telephone number, so that we will be sure to imprint your handbills exactly the way you want them. Also enclose your check to cover the cost of the handbills at the rate of \$3.50 per thousand.

Just as soon as we get your order, we will at once go to press with your handbills and send them on to you in 4 or 5 days, transportation prepaid.

We repeat below the details that must be given when you order handbills under our plan:

1. Name of business (for imprint purposes)
2. Address, including city and state.
3. Telephone number.
4. Number of handbills required.
5. Check for handbills should accompany order.

THE RADIO CENSUS PLAN

The taking of the United States census by the Federal Government affords a favorable opportunity for putting into practice the *Radio Census Plan* for canvassing selected neighborhoods to *obtain accurate, detailed information which will supply salesmen with excellent prospects*. At this time the resistance and prejudice to answering questions at the door has been definitely lowered; for assistance in census-taking has been set forth as a public duty in which every good citizen should co-operate, and the householder prob-

ably has undergone this sort of experience with the governmental enumerators.

First, we shall describe this Radio Census Plan in full detail according to the preferred method, and then discuss two possible modifications which, although possibly less effective than the former method, will give satisfactory results.

First, arrangements are made with a popular local broadcasting station to take a radio census. The PHILCO distributor or dealer who makes these arrangements merely

agrees to ask a few questions (such as are indicated later) for the benefit of the station, informing them in addition that he intends to make a complete radio survey of the town, with attractive young women as census takers, and that he is willing to confine his efforts to this particular station. The census costs the Broadcasting Station nothing. It brings the station valuable information. Naturally they agree to the plan readily.

It is advisable for other Philco dealers in the locality to put this same proposition to other local stations in order to prevent competition from outside sources. Such arrangements may or may not be necessary depending on local conditions.

The preferred plan is to hire a number of attractive young women at a salary of \$14 weekly or on a combination salary and commission basis, the latter depending either on the number of properly filled-in prospect cards that are turned in or on the prospects that result in actual sales.

These women are sent out on a door-to-door canvass, and are provided with cards or printed sheets headed "SPECIAL STATION XYZ RADIO CENSUS." First on this card are the general questions concerning which the station wants information; for instance, "Do you get clear reception from XYZ in your neighborhood? What hours do you prefer? What sort of programs do you like?" Any such questions as the station wishes, **BUT DO NOT AGREE TO TOO MANY.**

Then follow the questions in which YOU are interested: "What make of radio do you have? What type? How old is it? Does its tone satisfy you? Selectivity? Range? Are you thinking of getting a new one? Which one?"

You can easily realize how valuable this information is to the salesman who follows up these carded prospects a day or two later. *He knows the names of the residents in each home, and exactly their situation, their attitude and their plans on radio.*

The ease with which this information can be obtained is rather surprising. The young woman approaches with the explanation that

the householder is one of 100 persons selected from the neighborhood to give their opinions regarding station XYZ's broadcasting. It is always pleasing to have some one ask your advice on any subject whatsoever, and for this reason very full and precise information may be gathered. It is readily seen that the householder will talk frankly and fully to the young lady representing the broadcasting station.

The value of this plan lies in that the women turn in 100 or 1000 cards all from a certain neighborhood or section and the crew manager can easily distribute these among the retail salesmen to follow up. The wealth of detailed information which is obtained makes for easy sales.

The selection and training of the young women requires some consideration. They should be attractive, presentable and thoroughly instructed how to approach the householder as explained above and to secure answers to all of the questions. Cards that are illegible or improperly filled out should be rejected or the taker penalized in some way. The importance of conscientious work and regular hours should be impressed upon them.

The foregoing plan can be modified to avoid the expense of hiring the women by allowing salesmen to take the census, each salesman taking a particular neighborhood as a census taker, and at the end of the day the men trade cards with each other and resume the part of salesmen to follow up the prospects.

The census also can be taken by telephone, making use of the street address telephone directory in which the streets, not subscribers, are listed alphabetically. Salesmen or women can make the survey over the phone, asking the questions as representatives of the broadcasting station.

Shop Foremen as Sub-Agents

Under this plan the Philco salesman gets in touch with shop-foremen, time-keepers, yard detectives, pay-masters or any other representative workers in large manufacturing establishments where a large number of

persons are employed. The Philco salesman makes this representative a sub-agent.

The shop foreman, time keeper or whoever may be made sub-agent, proceeds to canvass the employees at odd moments to secure prospects for a home demonstration of the Philco Balanced-Unit Radio. And for each sale that results from a prospect turned in by the sub-agent, this sub-agent is paid a commission of \$2.50 or \$3.00 immediately.

The proper procedure is to get from the timekeeper, or the paymaster, or some other source the names and home addresses of the shop foremen and similar workers. Then the salesman should call on this man at his home in the evening or any other convenient time and make him the proposition of becoming a sub-agent. He should supply this sub-agent with cards that he can fill in and mail to the Philco salesman at any time that he locates a good prospect.

The Address Telephone Directory

The street address telephone directory has been discussed elsewhere in connection with various selling plans; in this plan we want to point out some other ways in which this convenient method of classifying telephone subscribers can be utilized in the present outside selling campaign.

This directory is obtainable from the telephone companies in the larger cities. Telephones are listed, not by subscribers' names, but alphabetically according to streets. After the street, the house number, the name, and the telephone number of the subscriber are given. These directories are designed specifically for use in the compiling of mailing lists and for house-to-house canvassing enterprises.

It is worth while to point out that this directory is useful in a rapid canvass of such

sections of a city which are known from past experience to be particularly unfruitful in sales prospects. If it is not deemed practical to canvass such a section on the door-to-door basis, some indication of the circumstances of an individual living in that neighborhood may be determined from the fact that he is listed in the directory. That person is at least a telephone subscriber, and that implies an understanding that there are certain conveniences in life. Hence a better type of PHILCO prospect.

For general canvassing, however, a crew manager can make out a list of some 30 to 50 names of subscribers from a certain street or neighborhood and hand these to the individual salesmen to "cover." Even if that area is to be covered on a strict door-to-door canvass, and only a small percentage of the individuals approached have telephones, these lists are still important because the salesman will then know the householder's name, possibly something of his business, and that he is a telephone subscriber.

Salesmen themselves will find the directory extremely useful as a time-saver. Often it will be necessary to get in touch immediately with a prospective buyer who does not happen to have a telephone. By consulting the directory he can locate the nearest telephone quickly. This is sometimes more advantageous than calling the information operator who is often not so very informative. Such advantages need not be elaborated.

The Philco dealer will also find this directory provides the essential information for a telephone canvass of the town. Names may also be taken from the directory to provide mailing lists for sending out circular letters and advertising literature, concentrating the effort in the various parts of the city which seem the most desirable.

TIE-UP WITH PARAMOUNT THEATRE

Every possible tie-up with local Paramount theatres should be effected by distributors and Philco dealers in each territory.

Attractive displays of the various PHILCO models should be placed in the lobby of the theatre. One set should be in operation, either picking up local radio broadcasts or playing phonograph records, preferably including the song hits from the current Paramount motion picture attraction then showing on the screen.

Salesmen should be on hand at all times to demonstrate the sets and to obtain prospects. They should have on hand a quantity of Business Reply Postcards with copy as illustrated on this page. To make the offer somewhat more attractive, a postscript can be added below the space for the signature and address reading: "I would also be very glad to receive an autographed photograph of (for example) Dennis King, Paramount star, in the 'Vagabond King.'"

These should be given to prospects as they stop to view the sets. These cards require no return postage, and they may be distributed freely because no charge is made against the dealer's post office permit until these cards are actually placed in the mails.

(SUGGESTED POSTCARD COPY)

.....193.....
GENTLEMEN:
Please send me illustrated descriptive literature on the full line of Philco Balanced-Unit Radios and full details of your Free Home Demonstration Offer and your Easy Payment Plan.

Name.....
Street and Number.....
City..... Phone.....

Check here if you wish a free autographed photograph of Nancy Carroll, star in "Paramount on Parade."

Note: You can, of course, offer the photograph of any motion picture star you choose, and print your postcard accordingly.

The other side of this postcard will contain dealer's return address and post office permit.

EMPLOYEES' HEADQUARTERS

Good prospects may often be obtained in places where employees of various companies gather, such as street car barns, electric railway terminals, motor bus garages, taxi garages, company cafeterias, railroad stations, company recreation centers and so forth.

Permission should be obtained from a responsible official to install a Philco several days before the regular pay day. One or two salesmen should be on hand to demonstrate the set at such times as the various shifts report for, and return from, duty and at any other time that they congregate. In many instances the men work at odd hours and depend to a large degree upon radio as a means of entertainment and relaxation.

Employees who become interested in the Philco will gladly give their names and addresses so that you may demonstrate the set in their own homes. These should be carefully recorded on prospect cards and followed up. Sales have sometimes resulted immediately on the strength of the demonstration in the employee headquarters, without a home demonstration being required.

When it is not worth while to have a salesman present at employees' headquarters all of the time, some arrangement can be made to have the Philco put in a safe place or under the eye of a responsible person.

THE SERVICE MAN AS A SALES FACTOR

Should the service man also be a salesman? At sales conferences everywhere we have heard this question answered—sometimes with a very positive “Yes” and again with an equally positive “No.” Let us examine the pros and cons of such arguments before we present our conclusions regarding the use of the dealer’s PHILCO service men as an effective sales force.

We must first remember that each of your service men is employed in the capacity of a technician who has an aptitude for repairing radio receivers. His qualifications as a salesman are unknown; that he should possess the requisite qualities for selling has not been asked of him over and above the ability to demonstrate that he is a thoroughly competent service man.

On the other hand, every member of the dealer PHILCO organization is a potential sales factor. Every man from executive to office boy is a contributor with which one may reckon, if only indirectly and to a minor degree, in the production of sales. It is true that much of this force is diffused and wasted, for it is difficult to concentrate and to make it effective.

As a PHILCO representative, the service man is particularly well placed to have an influence on the quantity of sales, and the alert and enthusiastic repairman can be of material assistance to the sales force.

Consider a typical case. A sale has been closed and the interested salesman already has paid the usual return visit to inquire whether the purchaser is enjoying all the advantages and pleasures that PHILCO brings and to obtain such prospects as a satisfied customer may suggest among friends and neighbors who have heard the new set in operation.

Several weeks later, we shall assume, some difficulty arises that requires the attention of a service man. The purchaser whom we are considering is merely one “call” on the service man’s daily schedule, and *his first duty to PHILCO and to himself is to permit*

nothing to interfere with the prompt and efficient discharge of all of the calls listed for that day.

Yet, while making the necessary repairs and adjustments, he almost invariably finds that he has an interested audience—usually the housewife, but often friends, relatives and neighbors.

IN THIS GROUP THERE MAY BE A PROSPECT. FROM THIS AUDIENCE A LIVE PROSPECT MAY BE GLEANED.

The way of taking advantage of this opportunity is quite apparent to a salesman or to any one who has some measure of sales instinct. Assuming that the service man has this instinct, and that he knows he will receive a cash commission of \$2.00 or \$3.00 on any sales made by salesmen to prospects he has discovered, he might proceed in the following manner:

He will first pursue his usual course of quickly locating and correcting the trouble in the set. In the meantime, there will be moments when his mind is free to study his audience. He may have been introduced to them, or their conversation may indicate the nature of their interest. In all events, he should divide his attention between the purchaser and any other person who seems to be a likely prospect or a source of prospects. Finally, he will turn on the set to note the results of his adjustments, and the conversation then may run something like this:

SERVICE MAN: (*turning to the housewife*) “*I think that performance is just about perfect now, don’t you, Mrs. Smith? The Philco is the greatest radio I have ever had the pleasure of working on. It seldom gets out of order and when it does, it’s always so simple to fix. Doesn’t that reception sound great now?*”

MRS. SMITH: “*It certainly didn’t take you long, and it does sound fine now.*”

SERVICE MAN: (*turning to Mrs. Jones, a neighbor*) “*Don’t you like the tone quality of the PHILCO, Mrs. Jones?*”

MRS. JONES: (*laughing*) “*I certainly do; why not? I have a PHILCO, too.*”

SERVICE MAN: "Oh, is that so? This seems to be quite a PHILCO neighborhood. Do many of your friends have PHILCOS?"

MRS. JONES: "Yes, several of them do, and I know one or two people who have become interested in them after hearing my set and Mrs. Smith's."

MRS. SMITH: "That's so. Mrs. Williams stopped in yesterday on the way to the movies and she said that our PHILCOS are positively the best sets on the street."

MRS. JONES: "I'll tell you a good one. Mrs. Brown, next door to us, made her husband turn off their battery set last night so she could hear our PHILCO while we had the windows open."

SERVICE MAN: "I should think that Mrs. Williams and Mrs. Brown would be glad to have me mail them the new, illustrated literature on the Philco. Of course, I am not a salesman, but I like to tell people all about Philco Balanced-Unit radio. If you will give me Mrs. Williams' and Mrs. Brown's full names and addresses, I will see that complete information of the Philco line is mailed to them as soon as I get back to the store."

The service man should fill out the regular prospect cards with which he has been supplied, including in addition to this information all of the facts he can obtain about the type of set the prospects now have, whether they are thinking of buying, and whether they are considering a PHILCO. Perhaps Mrs. Smith or Mrs. Jones will request that their names be not mentioned in calling on the prospects, but in any case, their names should be placed on the card as the source of information.

It is now necessary to make some remarks about the foregoing practice among service men. The service man, of course, is not selling but he is doing extremely important preparatory sales work in gathering prospects.

He is often in a position to assume this duty long after the regular salesman has lost contact with the purchaser as a source of in-

formation for leads. The owner has had the chance to become an enthusiastic "booster" of PHILCO and a wider circle of friends and acquaintances has heard it. The ease with which the service man can reap these prospects has been demonstrated above.

On the other hand, the service man's opportunities as an *actual* salesman are usually limited. He only *services* PHILCOS, and he cannot create a PHILCO "want" in the case of a new PHILCO buyer. If we return to our illustration and assume that Mrs. Jones, the neighbor who was present, was not a PHILCO owner, someone might suggest forthwith that the service man should enter into an extended sales talk and make every endeavor to close the sale.

In this he may succeed or he may fail. It is reasonable to assume that his percentage of failures would be much larger than that of a trained salesman.

Furthermore, assuming that he has the qualities both of the service man and of the salesman, is he still justified in stepping out of his former role to assume the latter? In our opinion, he is not; his service work will assuredly suffer in proportion to the time he devotes to actual selling. His efficiency will be lowered and his work will pile up on him. If this became a general practice, it seems quite likely that the whole tone of a service department might be considerably impaired when selling became the more serious pre-occupation of the repair force.

We have indicated in detail, however, how the service man may be a useful adjunct to the sales department by merely being alert to the opportunities which he meets in the course of his routine duties. The time consumed in this pursuit is negligible; the profit to himself makes it worth while, and the benefit he can confer upon the sales department as a final "contact" man is quite important; but none of this must be allowed to interfere with his most valuable forte as the PHILCO SERVICE MAN.

DIRECT MAIL GETS GOOD PROSPECTS

Yes, the use of direct mail is another very profitable form of advertising. It will bring you leads, the prospects and pay you well. Many dealers find that direct mail advertising pays them as well as newspaper advertising, and this season the Philco line of Balanced-Unit Radio with the new radio discovery—Philco Tone Control—combined with such attractive retail prices, makes newspaper advertising and direct mail advertising more profitable than ever.

The smart merchant uses every plan, every productive method for getting the business. He does not overlook a single bet, so we urge you to try out the telephone plan, the handbill plan, newspaper advertising and also the plan of direct mail postcards and letters.

The Philco dealer letterhead and letter are shown on Page 8 of the Livingston Novelty Catalog and it is a most impressive letterhead. It has character. It has force, display value and sales value.

You will find the prices to you on these letterheads in quantity given in the Livingston Novelty Catalog, which is included in your Merchandising Kit. Or get in touch with your jobber at once and he will supply you with the catalog in which you will find prices quoted to you on these letterheads in any quantity; also prices on the envelope stuffers, and the variety of postcards. By all means make use of these attractive postcards in your direct mail.

You will note that liberal space is provided at the top of the letterhead for the name of your store—your business name, address and telephone number. This is your opportunity to get a quantity of mighty attractive letterheads at most reasonable prices, and you can use them for your correspondence or for any special letter you may want to send out at any time.

Now, note the letter reproduced on next page which you can use for direct mail. Read it carefully, because it is a letter so prepared, so worded, as to bring response—

plenty of replies from interested people. This letter has been tried out, we know that it is good—that it brings the business. Now here is the plan:

First, take your Livingston Novelty Catalog and order as many letterheads and also as many envelope stuffers and post cards as you feel that you require for your first direct mail efforts. Then, when these letterheads arrive you can have the letter shown on this illustration, either mimeographed or multigraphed on the letterhead. You will receive the letterheads within five or six days after you place your order.

Preparing for Mailing

While you are waiting a few days to receive the finished letterheads, accumulate or secure a good mailing list. This is not at all difficult.

Many of our dealers take the telephone book and prepare a mailing list from that, selecting the residential names and addresses on the various streets. Do not make the mistake of thinking that your mailing list must cover only the very best residential districts, for in reality, the biggest buying public are in the middle classes. You can easily determine yourself just what names to select. You know your own city.

While the telephone directory or the tax assessor's list will give you a very good mailing list, probably the best list is that of the electric light users in your community. Those are all prospects for All-Electric radio. Quite likely your electric lighting company will be glad to furnish you with this list if you explain your purpose.

Address the envelopes and be sure to sign each letter. Drop them in the mail—several thousand if you can get that many names—and within a day or two you will be getting telephone calls and personal calls from live prospects for Philco radio. It will pay you well.

Dear Friend:

Be sure to read every word of this letter. It contains a special Philco Radio offer to you personally. And it will interest you immensely.

First, we want to tell you that the marvelous new Philco Balanced-Unit Radio--the instrument that contains that remarkable new radio discovery--Philco Tone Control--has just arrived at our store from the factory. And before this first allotment is gone, we want you to have one in your home ON ABSOLUTELY FREE TRIAL DEMONSTRATION.

We are able to make this special trial demonstration offer to a limited number of persons, including yourself, by special arrangements with the factory. This offer does not place you under the least obligation.

This is your opportunity for your family and your friends to hear the marvelous, rare purity of Philco tone, and to see, hear and enjoy the remarkable new Philco Tone Control. You have probably heard of the Philco Tone Control by this time. It is the sensation of the radio world today, and is talked about everywhere. It actually enables you to modulate the tone of the broadcasting station to suit your own particular taste!

We are glad to give you this opportunity of testing the remarkable performance of Philco Balanced-Unit Radio in your own home--the superb tone, hair-line selectivity and the vast distance range. By all means see and hear the Philco before you even think of buying any radio. And now you can do this on absolutely Free Home Demonstration. Easy payments, if you decide to buy--and at remarkably low prices.

Our first shipment arrived yesterday and we are mailing you this letter at once. As soon as you receive it, telephone us. Merely say you received this letter and we will give you any further details over the telephone.

Better still, call at our store at your first opportunity, the sooner the better. Then you can see all of the beautiful new Philco models on display and pick the one you want for Free Home Demonstration.

Awaiting your early telephone or personal call, we remain,
Very truly yours,

POINTERS FOR SALESMEN

You may not need these words of advice--these following tips on selling--but no matter how successful a salesman may be or how sure of getting sales, it pays him to take stock of himself every now and then--in an effort to search for selling faults and correct them.

1. Be sure you know the prospective cus-

tomers name, how it is pronounced and how it is spelled. If you have not learned the name before calling for an interview, then politely ask their name. They will not refuse to tell you. In fact, they will appreciate your interest. However, a heady salesman knows the prospective customer's name before he calls.

2. Always be on time for appointments. People appreciate promptness, and then, too, you do not want to give a prospect your tardiness as an excuse for not listening to your story.

3. Do not be in a hurry. Take plenty of time and cover each sales point thoroughly as you go along.

4. Smile! Be courteous! Never argue with a prospective customer and never become irritated. Talk in a pleasant, agreeable conversational manner.

5. Give the prospect a chance to talk. A salesman is supposed to sell and in order to sell he must, of course, do some talking, but do not try to do all of it.

6. Very often the only way to judge the progress you are making is to allow the prospect to make comments. Frequently the customer sells himself. Let the prospect talk because he may be wanting to sell himself, and all that is necessary for you to do is to be ready with the contract form and the pencil.

7. It is also a fact that if you let the prospective customer talk he or she is very apt to indicate to you the particular features they like in the Philco. They may unconsciously show you the way to sell them.

8. Do not let your prospective buyers wander too far from the subject—tactfully bring them back to it.

9. It is a very good plan to deal with every objection as soon as it is brought up—frankly and seriously. And again we say, do not let these objections annoy you.

10. If a competing make of radio is mentioned by the customer, tell them briefly, clearly and frankly why the Philco is superior. Do not overdo it. Do not knock or belittle the other make of radio. It is not necessary. Neither is it necessary or wise to dodge such an issue.

11. Give polite consideration to the prospect's own view. Do not for a moment say anything to belittle their judgment.

12. Always get affirmative decisions—"Yes"—from the customer on minor points.

Then you will find it easier to get them to say "Yes" on the major points.

13. Remember that in selling men, persuasion and argument are the biggest sales forces. In selling to women, suggestion is often more powerful than reason or argument.

14. As you talk with the feminine prospect, watch the expression on her face. Notice what it is that interests her. Then stop at that point, build it up, and close the sale right then and there if possible.

15. Always assume that the customer will buy. Have no doubt about the matter. Be confident on that score and it will go far in helping you make the sale.

Sales Experts Know the Value of a Standardized Sales Talk

The many outstanding features of the Philco, and the amount of interesting information that is available about this Balanced-Unit Radio is so great that it cannot be learned in a short period of time. Naturally all of the reasons why a person should own the Philco Balanced-Unit Radio cannot be given to any one prospective customer. Furthermore, it is not necessary ever to attempt to do so.

In the following pages we are outlining to you in detail a method and a manner of presenting the outstanding Philco features and sales arguments. It is a standardized selling talk, and well worth plenty of close study.

Many salesmen are under the impression that they can get along very successfully without an organized plan of selling; that they can rise on the spur of the moment to any emergency in selling. However, it is generally admitted by the most successful salesmen and expert sales organizers that a thoroughly planned and well-organized selling talk will sell any product in less time and with less effort than will any hit-or-miss message.

We understand, of course, that the salesman will more or less modify a standardized selling talk as conditions may require, putting into his own personality, his own experience, observation and enthusiasm. He will talk easily and naturally.

HOW TO CANVASS FOR PROSPECTS

There are many novel methods and plans for getting prospects, a number of which are outlined in this Sales Manual. We refer to such plans as radio surveys, telephone solicitations, newspaper advertising, direct mail offers, group demonstrations and so on.

However, we are quite convinced that the two most productive, most dependable and most practical methods are, first, *house-to-house canvassing*, and second, *using the owner or getting leads from customers*. Therefore, we will now outline to you a practical method of house-to-house canvassing. Later on we will outline to you methods for getting leads from your customers.

First, select the territory in which you are going to carry on your house-to-house canvassing, and then decide firmly that it is just as good a territory as any other, quite likely better. Do not get the impression that "distant pastures are the greenest." Work your territory intensively and carefully. Do not skip a single house or residence, and keep an accurate record of each call—results and facts—for future reference.

Take a street and stick to it, taking one home after the other. It is a mighty good plan to get the name of each resident for several blocks along the street. In other words when you start out to spend two or three hours any morning canvassing, if possible know the names of the people living in the houses you expect to visit on that particular morning.

In some communities the city directory is so arranged that the names can be secured according to street number. In many communities the telephone company publishes a street address telephone book, which will give you these names in the order you want them.

If there is no convenient method by which you can secure the names according to street address, then we suggest that, as you leave each house, you inquire of the housewife the name of the lady living next door. If this method sometimes fails you, then the thing

to do is promptly ask the lady of the house her name, and continue to address her by her name during the interview.

Qualify Your Demonstration

Bear in mind that your object is to secure the privilege of demonstrating the Philco in the home. Remember, that there is every reason in the world why the prospect should allow you to give this demonstration. It will entertain her. It will show her possibilities in radio reception of which she never dreamed. She will enjoy it, and it does not cost her one penny. It does not put her under the least obligation.

You will find that it is a comparatively easy matter to secure demonstrations. However, you are seeking those particular demonstrations that are most likely to result in sales. Therefore, while you expect to solicit the privilege of demonstrating, you will avoid putting in your time making a demonstration where there is no possibility of selling. In other words, you are going to qualify your demonstrations so that you can be certain of selling at least one out of every three prospective customers who listen to your sales presentation!

You are starting out equipped with the Pocket Sales Album. At the proper moment you will take the Sales Album from your pocket to show the attractive illustrations of the famous Philco models. The artistic illustrations will arouse interest and the desire to own, and you will concentrate the interest of the prospect on the particular model that you wish to demonstrate. Naturally you will want to sell the splendid Philco Model 96 Highboy—the Ace of the great Philco line; therefore, direct the prospect's attention tactfully to the illustration of the Model 96 Highboy so that you can get her permission to demonstrate it.

The Approach and Solicitation

From time to time you will hear of various methods of approach. Sometimes

salesmen represent themselves as service men, merely stating they happened to be in the neighborhood, and offering a free inspection and adjustment of the prospect's present radio. Then having gained entrance into the home, they endeavor to render some little service and then gradually switch to the matter of demonstrating the Philco.

Others gain access to the home by offering a radio log, a photograph or some other inexpensive article as a present. Others gain entrance to the home on the basis of making a radio survey. There are many plans and methods that you will hear about, but we recommend the most open, the most frank and direct method. In other words, without subterfuge, without evasion, state frankly that you are offering, as a salesman, a Free Demonstration of the wonderful new Philco Balanced-Unit Radio.

We suggest the following dialogue as typical:

The salesman, keen and alert and brimful of confidence, approaches the door. He rings the bell firmly but not too long. He stands with his back to the door, and when it is opened, he turns around, takes off his hat, and bowing courteously, says:

"Good morning, Mrs. Smith; my name is Mr. Butler. I am representing Philco, the famous Balanced-Unit Radio. The reason I happened to call on you this morning is, I have just been giving a demonstration of the new Philco Balanced-Unit Radio in the neighborhood, and knowing of you, I decided to call and ask if you would not be glad to hear a demonstration of the new Philco tomorrow afternoon.

MRS. SMITH: Why, I don't believe—

SALESMAN: (Continuing) *Possibly I should explain this a little more fully, Mrs. Smith. In the first place this demonstration of the Philco will not cost you one penny and it will not put you under the least obligation. Furthermore, it will not put me to any inconvenience, and our Company is anxious to have you see this superbly beautiful radio and particularly to listen to the marvelous operation of the new radio discovery—the Philco Tone Control.*

SALESMAN: (Continuing and taking the Pocket Sales Album from his pocket)

Just let me show you one or two pictures of this new Philco model, Mrs. Smith. May I come in?

MRS. SMITH: Why, yes, come in.

SALESMAN: *Do you happen to have a radio set at present, Mrs. Smith?*

MRS. SMITH: No, we do not.

SALESMAN: *You must have been waiting for this marvelous new Philco Balanced-Unit Radio with the Tone Control, Mrs. Smith, and in a way you are to be congratulated because you should never own any other. Nevertheless during the last few months you have missed some wonderful radio programs.*

MRS. SMITH: Yes, I presume we have.

SALESMAN: *The facts are, Mrs. Smith, that my Company is allowing me to arrange Free Home Demonstrations for a limited number of people. I can use my own judgment as to the homes I select to give this Free Demonstration, and naturally I am selecting those homes that are the most representative in the community; the people who have some influence and whose decisions are respected by the neighborhood. That, frankly, is the reason I am calling on you.*

The offer is simply this, Mrs. Smith:

Without putting you under the least obligation, I will have a brand new, latest model Philco Balanced-Unit Radio delivered to your home tomorrow afternoon and connected so that it will operate perfectly. I will then give you a complete demonstration showing you the marvelous new Tone Control and other wonderful Philco features.

We want you to see for yourself the marvelous Selectivity and Vast Distance Range, and particularly to hear that rare, pure, clear, flawless Tone that the Balanced-Unit construction of Philco makes possible. You would be glad to see and hear these new Philco features, wouldn't you, Mrs. Smith?

MRS. SMITH: Well, we have not been thinking of buying.

SALESMAN: *Possibly not, Mrs. Smith, and to be very frank with you I AM hoping to sell you one of these new Philco Balanced-Unit*

radios. However, I want you to know that this Free Demonstration does not put you under the least obligation. I am glad to give you the demonstration and it naturally will not cost you a cent.

However, if the Philco proves to be exactly what you want in a radio set, with the handsome appearance you expect, the perfect performance and pure, natural balanced tone, I presume you would be interested in buying it, if I made you an attractive offer.

And if your husband found that the Philco was just the radio set he had always wanted and the price was exactly right and the terms entirely suitable, he would probably be interested in buying it, wouldn't he, Mrs. Smith?

MRS. SMITH: Well, I really don't know, but I presume that if he liked it well enough, he would buy it.

SALESMAN: (opening the Pocket Sales Album) I want you to look at these photographs of the Philco, Mrs. Smith. Aren't they mighty attractive radios to look at?

MRS. SMITH: Yes, they are certainly very attractive.

SALESMAN: I want to particularly call your attention to this Model 96 Highboy—without question the finest radio ever designed. You can see that it is a handsome, superb cabinet of Oriental walnut and American butt walnut. The proportions and paneling are in perfect harmony, and you will be delighted with the smooth, velvet finish. This model 96 Lowboy would look magnificent in this room.

All I want is your permission to deliver this radio to your home tomorrow afternoon and have one of our experts hook it up. Then I will come out and show you why Philco has such a world-wide reputation for performance. You will be truly amazed and delighted. I particularly want to show you the new radio miracle—Philco Tone Control. It actually enables you to create the exact tone modulation that pleases your particular taste. It is a most remarkable thing.

Will you be home tomorrow afternoon about two o'clock, Mrs. Smith?

MRS. SMITH: Why, yes, I expect to be home tomorrow afternoon.

SALESMAN: Then I will have our delivery department bring this beautiful model Philco Highboy to your home sometime in the morning and connect it. I will be here about 2 o'clock to give you the demonstration, and I feel sure that after you hear the Philco, and see its wonderful features—the Automatic Volume Control and the new Philco Tone Control, that you will not want to be without it. However, remember that this demonstration does not place you under the least obligation.

I want to thank you, Mrs. Smith, for the time you have given me, and I will see that the Philco is here on time. I look forward to seeing you tomorrow afternoon. Goodbye.

MRS. SMITH: Goodbye.

Now we will assume that Mrs. Smith does own a radio set, and that she tells the salesman so when he makes the inquiry. The dialogue will then proceed about as follows:

SALESMAN: Do you happen to own a radio set, Mrs. Smith?

MRS. SMITH: Why, yes, we have an old set that we have had two or three years.

SALESMAN: May I step in to see it, Mrs. Smith? Possibly I might be able to make a slight adjustment on it that would improve the reception. At least I would like to look at it.

MRS. SMITH: Why yes, come in.

SALESMAN: (stepping over to the old radio set) Your set is obsolete, of course, Mrs. Smith, but I can imagine it gives you quite a bit of pleasure. I see many sets much older than this. What kind of reception does this radio set give you, Mrs. Smith?

MRS. SMITH: We like it quite well, although I presume that the radio sets that are being built today are far better.

SALESMAN: You are certainly right, Mrs. Smith. You have no idea what marvelous improvements have been made in radio, and the Philco Balanced-Unit Radio is without question the finest ever built. You have probably heard of the Philco Balanced-Unit Radio—with Tone Control, haven't you, Mrs. Smith?

MRS. SMITH: Oh yes, I have heard of the Philco.

SALESMAN: It is Balanced-Unit construction, the perfect balancing of each and every

unit in the Philco Radio that has given it such a marvelous reputation for performance. I really cannot describe to you the wonderful clarity and purity of Philco tone, its sharp selectivity and its ability to reach out over vast distances and bring in stations at enjoyable volume.

And then, too, Mrs. Smith, you certainly should see and hear the operation of the Automatic Volume Control on the Philco, an exclusive feature, and, more important still, the new Philco discovery—Tone Control.

It is an actual fact, Mrs. Smith, that with

the Philco you can now select just the tone you want. I truly mean just that. You can actually modulate the tone the way you like it, Bright, Brilliant, Mellow or Deep. The control is right at your finger tips and it is the improvement that the radio world has been awaiting for several years.

As explained before, the salesman then takes the Pocket Sales Album from his pocket and assists Mrs. Smith in selecting the Model 96 Highboy for demonstration. He makes the appointment, and then bids her a pleasant goodbye.

INSTALLATION AND TESTING FOR PHILCO SALES DEMONSTRATION

Philco Radio Receivers delivered to homes on Free Demonstration will be installed either by the retail salesman himself or by a delivery man who will have been trained to properly install and prepare the Philco for demonstration.

If the salesman is to make the installation after delivery of the radio, it is vitally important that he be schooled and trained to do it *right*. Correct installation means a satisfactory demonstration, therefore, a probable sale. Many a sale is lost because of careless, incomplete installation.

You are about to demonstrate the Philco Balanced-Unit Radio, without question the finest receiver ever built, a radio that will easily out-perform all competition; therefore, do not handicap this splendid instrument by careless, faulty or incomplete installation.

The following instructions should be carefully learned and carried out. We will first cover the installation and testing of the Model 77 because, with the exception of demonstrating the Philco Automatic Volume Control on the Model 96, these instructions apply to both models.

The Necessary Tools

The following tools or equipment should be carried by the man who makes the installation:

1. Small screw driver—this screw driver is to be used in removing the tube shield at the back of the chassis as will be explained later.
2. Ground clamp with 20 feet of wire.
3. 100 feet of wire suitable for temporary aerial.

At this point a few words of explanation regarding the necessary aerial are in order.

First, regarding the use of a device similar to the Ducon plug, in the average location such a device quite satisfactorily performs the service of an aerial on the Model 77 much in the same manner as the local post performs that service on the Model 96.

In other words, any standard device of that kind does a satisfactory job, but it must be remembered that sometimes you will meet with a noisy location and under such circumstances the wire aerial is to be preferred. And incidentally, when installing the Model 96, *bear in mind that the local post connection for aerial purposes is not as desirable as a wire aerial.*

It is also important to remember that when a sales demonstration is made with the Ducon plug or similar device on the Model 77, the prospective customer must be acquainted with the fact that this plug costs extra. Do not close your sale only to suddenly

realize that your customer considers the aerial plug a part of the receiver. This will save embarrassing and irritating explanations.

Installing Temporary Wire Aerial

If an outside aerial exists on the prospective customer's home, by all means take advantage of it. It saves you the trouble of installing the temporary aerial.

In making the temporary aerial installation, it is important to make it as high and as long as possible. First, connect the wire to the aerial post and then take it upstairs to the second floor or to the third floor if one exists, and then drop it out a window if a yard is available. Then picking up the loose end in the yard, attach it to the top of any convenient pole as high as possible.

If the residence does not possess an open yard, then after taking the wire to the second or to the third floor, stretch it out the length of the house fastening the end to a door hinge or something similar.

This temporary wire aerial is desirable to use in demonstrating either the model 77 or the model 96, but often you may find that a device similar to a Ducon plug works very well on the model 77, and in most locations the "LOC" post on the model 96, with connection made, serves perfectly as an aerial.

Checking and Testing the Receiver

First, a few words at this point regarding delivery. The salesman should always determine the furniture model desired by the prospective customer so that this particular model will be the one delivered. Elsewhere in our instructions we tell the salesman just how to go about concentrating the customer's desire on any certain furniture model. That model should be delivered perfectly in every way so that after demonstration it will be the one sold and the one that remains in the home.

This avoids exchanges, and exchanges are expensive. Furthermore, a customer always has a tendency to think that the receiver

demonstrated is better than the one later sent out to take its place. Another thing, all Philco Receivers should be taken out of the packing case before delivery. Do not go to the trouble and muss of delivering sets in the original packing cases. First, remove the Philco from the packing case at the store, and then deliver it well protected with heavy, padded covers.

If the dealer experiences any difficulty in purchasing the proper kind of padded covers in his locality, then all he need do is to communicate with the Philco factory in Philadelphia, and we will arrange to have such covers shipped to him in the quantities desired from Philadelphia and at very reasonable cost. Philco has arranged with a Philadelphia concern to make specially designed, padded covers for Philco Receivers, covers that are durable, easily handled and give full, satisfactory protection to the receiver.

When making delivery of Philco Balanced-Unit Receivers, the tubes should be put in the receiver at the dealer's store.

Placing the Receiver

Now on the matter of checking and testing the Philco in the home prior to the sales demonstration, remember that in placing the receiver in the room, the electric current connection cable with its attachment plug must reach to a floor receptacle; also that the ground wire must reach to a water pipe or radiator. Do not connect the attachment plug to a wall bracket as the weight of the cord or cable will sometimes turn the bracket. Use a floor receptacle for this purpose.

It may occur to you that elsewhere in our instructions we tell you of the sales advantage in letting the housewife pick the exact spot in the room for the Philco. This is good sales psychology, but always look the room over first before letting her pick the location because you want to be sure that a floor receptacle and a water pipe or radiator are reasonably available. Wires strewn around the floor will not make a favorable impression.

Checking the Tubes

After placing the receiver about where it is wanted, examine it carefully to see that the speaker plug is in place. And then, making use of the screw driver, take off the tube shield at the back and push down on each one of the tubes to make sure that they are tight in their sockets. Then place the tube shield back over the tubes at the back of the receiver and tighten the screws holding it in place. This is important.

The installation man, salesman or otherwise, should by all means test each tube carefully before delivering the set to the home. It creates a most unfavorable impression on the customer for the salesman to apologize for tube trouble with the resulting poor performance.

After all tubes and connections are right, push the receiver back until it is six inches from the wall, never against it. Make your test with the receiver placed away from the wall.

A Word of Caution

Before continuing the instructions on testing, we have a few words of caution for the installation man if he is preparing the receiver for the salesman who will follow: After the receiver is tested and ready, be sure to leave it disconnected so that the prospective customer will not be trying it out before the arrival of the salesman.

The prospective customer, not being familiar with the Philco, may possibly make just enough mistakes in operating it to cause a poor or at least an ordinary performance. Therefore, disconnect the electric attachment plug and place the cord back in the chassis. Installation men have sometimes removed a tube to prevent the customer operating the machine before the salesman arrives, the salesman replacing it. However, we feel that such action may offend the prospective customer, whereas disconnecting the set seems a natural thing to do.

By no means should the installation man leave an instruction book. The book is an invitation to the prospect to start experimenting with the receiver. Furthermore, the

salesman should arrive as soon after the installation is made as possible. We suggest that the installation man make the following remark after disconnecting the receiver and just as he leaves the house:

"I have just tested and prepared your Philco for demonstration, Mrs. Smith, and it is a particularly fine instrument. It tests beautifully. It is all ready for our Mr. Butler to give you a complete demonstration and full operating instructions. He will be here at 3 o'clock today. Good afternoon, Mrs. Smith."

Important! If you have used a permanent outside aerial in making your test, having disconnected it from the present set in the home, be sure to reconnect this aerial to the family radio, so that they can enjoy reception in the meantime. You can imagine what chance the salesman would have if the family missed their favorite program because their aerial was disconnected from their set.

We will now continue with the instructions on testing the Philco.

The Actual Testing

All preparations having been made, turn on the receiver but be sure to have the Volume Control entirely off so that not a sound will be heard. The object is to avoid having a variety of noise usher in your reception while turning the dial to the station you intend to bring in first.

Tune in your desired station correctly on the dial with the Volume Control off. You will know, of course, at what number on the dial to find this station, and then with the Volume Control entirely off, wait for the tubes to heat up.

It requires fully two minutes for the tubes to heat sufficiently, and while waiting, take a soft cloth and carefully wipe off the cabinet. This will occupy the two minutes so that it will not be necessary for the installation man to explain the delay, and in any event it is a good plan to wipe the cabinet off carefully so that it appears to the best advantage.

As soon as the installation man has made a very brief reception test of the Philco, he

should disconnect the receiver and make his departure with the few remarks to the prospective customer mentioned above.

Now then, in outlining to you these instructions on the installation, preparation and testing of the Philco, we have gone on the assumption that a regular installation man and not the salesman performs this installation and testing work, preparing the receiver for the sales demonstration to be given by the salesman.

On the other hand, the retail salesman himself may make the installation and do the testing. Therefore, in the following instructions, covering the actual selling of the Philco, we are going to assume that the salesman is making the installation. This does not mean that we are going to repeat the installation instructions already covered, but it does mean that you should keep them in mind and we will refer to them at frequent intervals.

THE RETAIL SALES TALK

Now for the Actual Selling

Proper control of stock in an operation of any size makes actual delivery of the Philco by the salesman impractical. However, in order that our sales instructions may be as complete as possible, we have assumed here that salesman is making delivery. In cases where the Philco has been delivered to the prospect's home prior to the arrival of the salesman, the revisions in the following opening dialogue are obvious.

We are also assuming that the salesman, when he canvassed the prospect for a demonstration, surely concentrated his or her selection of model on the 96 Screen Grid Plus. A live salesman always, when possible, demonstrates the model 96 because it represents a bigger unit of sale; hence more commission; also because of its convenient built-in aerial, and finally because it is without doubt the greatest radio ever built, outperforming all competition, and at a most attractive price.

The light delivery truck parks before the house. The helper, possibly a junior salesman, remains on the truck. The salesman walks to the door briskly and confidently. Why not? He has an appointment, and Mrs. Smith—keenly interested in radio—has undoubtedly been waiting for him.

He rings the bell and then steps back, fully at ease, and waits for her to answer. The door opens. Mrs. Smith looks agreeable.

SALESMAN: *Good afternoon, Mrs. Smith.*

MRS. SMITH: Good afternoon.

SALESMAN: *You recall my making this appointment with you for this afternoon for your free demonstration of the Philco Balanced-Unit radio.*

MRS. SMITH: Yes, I remember. Won't you come in?

SALESMAN: *I'll be glad to. I have your new Philco right here and I will bring it in. I was able to get you the splendid new Philco Screen Grid Plus Highboy—the one that you selected. It looked for a while as though I would not be able to get one of these models because we are constantly running out of them. Everyone seems to want this Screen Grid Plus Highboy. I will bring it right in. It won't take any longer than a moment.*

MRS. SMITH: But you understand, we have not yet decided to buy a radio.

SALESMAN: *I understand that perfectly, Mrs. Smith, and we do not expect you to keep the Philco unless it pleases you and Mr. Smith in every way. This is a free demonstration offer that we are making you, and you are not under any obligation. However, I feel sure that when you have heard this wonderful Philco and when Mr. Smith sees it and tries it out, he will not part with it.*

SALESMAN: (continuing) *While we are bringing in the Philco, Mrs. Smith, will you please decide just where in your living room*

you would like to have it placed? You know best where it will show up to the most advantage.

(This point is important. Let Mrs. Smith pick the spot for the Philco. She takes pride in arranging her home. She will want to keep the Philco where she places it—where it adds to the beauty of the room. It is good sales psychology.)

(However, bear in mind our previous instructions in this respect. Before inviting Mrs. Smith to pick the spot for the Philco, glance about the room to assure yourself that regardless of the spot she may select you will have a floor receptacle and the proper ground connection reasonably available.)

MRS. SMITH (answering): Yes, I will.

The salesman and his helper then bring in the beautiful Philco Screen Grid Plus Highboy, carrying it carefully so as not to bump or marr or scratch the radio, walls or furniture.

Immediately upon placing the Philco in the spot selected by Mrs. Smith or the place that you select, put Mrs. Smith at ease, let her relax and be comfortable by offering her a seat where she can watch you make your demonstration.

Then, following our previous instructions, the salesman should proceed to make the necessary installation of the Philco and test it previous to demonstration. This means testing the tubes, connecting the grounds, placing the temporary aerial if you happen to be demonstrating the model 77, and turning on the receiver for a brief test with the Volume Control full off.

As we said before, use a soft cloth to wipe off the cabinet thoroughly so that it shows up to the best advantage.

Remember, with the volume control entirely off, you first turn the dial of the receiver to the number of the station that you desire to bring in. You do this while the tubes are heating up so that when you are ready to make your demonstration you can stand up naturally, erect, and with the Volume Control bring in the reception at a normal pleasing volume.

Before proceeding with the sales dialogue' a pointer or two are in order at this stage of the proceedings.

This selling talk to Mrs. Smith will be reasonably brief, because, after all, your big job will probably be selling Mr. Smith when you return in the evening. There are certain features of the Philco that Mrs. Smith must be sure to remember when her husband comes home. Therefore, the salesman should not talk at too great length on technicalities nor explain minor features too extensively.

We have said that this selling talk to Mrs. Smith should be reasonably brief because it is quite likely it will be necessary to sell Mr. Smith. However, if you find you can close the sale with Mrs. Smith by all means do so. Never put off getting a contract signed and the first payment when it is possible to get it.

Creating Desire to Own

SALESMAN: *Isn't it a beauty, Mrs. Smith? (stepping back and looking at the Highboy proudly).*

MRS. SMITH: Yes, it is—very attractive.

SALESMAN: *All Philco models are handsome, Mrs. Smith, but this is the most beautiful, the most modern, cabinet Philco has ever designed.*

And you seem to have picked exactly the right place for it. As a matter of fact, Mrs. Smith, you have this room very attractively arranged, and this beautiful Highboy gives it just the right balance—the finishing touch. Every proportion—the height, the width and depth, is just right, isn't it?

MRS. SMITH: Yes, I think it looks fine.

SALESMAN: *One of the most famous designers in America, created this superb cabinet, Mrs. Smith. He gave it these graceful lines, and this perfect matching, blending of the finished wood. He specified the finest of selected woods throughout.*

I want you to notice the beautiful, natural figuring and careful matching of the American Butt Walnut on the pilasters and panels, the exquisite overlays and the careful blending of the Oriental Walnut on this panel board. And over the speaker opening, you will notice that

Philco uses this rich, artistically designed tapestry. We have received many compliments from furniture designers on this artistic grill arrangement.

You can see for yourself, Mrs. Smith, the smooth, superb finish of the entire cabinet—a mighty rich piece of furniture. It is expert craftsmanship in finishing that gives it that final, rich, handsome appearance. Such cabinet work is really an art. It is a craft that is handed down from father to son, and in the Philco furniture factory, many of the best cabinet makers in America are doing the finishing work on these Philco cabinets. Just pass your hand over this surface. You can tell by the feel that this is fine, painstaking workmanship.

MRS. SMITH: I like it very much.

SALESMAN: *And, Mrs. Smith, you will be glad to know that the Philco is All-Electric—strictly All-Electric. That means no batteries—no acids—no liquids—nothing of that kind whatsoever. It operates directly from your electric light socket just as simply as a floor lamp or a table lamp.*

SALESMAN: (continuing and unwinding the cord) *This is all there is to it. Merely plug it in the light socket like this and forget it. Any time you wish you can move it to any other light socket just as you would move a lamp. Simple, isn't it?*

MRS. SMITH: It certainly is.

SALESMAN: *And the Philco is just as easy to operate. Just nothing to it at all. If you will please step over here, Mrs. Smith, I will show you how to turn it on. (Salesman turns the switch. Philco lights up.) You see you merely press this switch and the dial lights up. You turn the other way to turn it off and the light goes out. Try it! (Salesman has Mrs. Smith turn the Philco on and off two or three times.) Simple, isn't it?*

MRS. SMITH: Very simple.

SALESMAN: *And now I want to show you, Mrs. Smith, how easily the Philco dial makes it for you to tune in any station at any time. You will notice that this tuning scale is calibrated or arranged directly in channel numbers. By that I mean that if a station broadcasts on*

what is called a frequency of 930 kilocycles, you very quickly tune it in on the Philco receiver. by turning the dial to 93.

You know that in radio logs and newspapers, when a list of broadcasting stations is given, the kilocycle number of the station is also listed, such as 640, 730, 1100 or whatever it may be. You merely drop the cipher from that number, and you have the exact number on the Philco scale, such as 93 for the station that is broadcasting on a frequency of 930 kilocycles. No trouble at all to that is there, Mrs. Smith?

MRS. SMITH: It is certainly very simple.

At this point we will make the following suggestion.

In making your demonstration of the Philco Balanced-Unit radio, you should particularly demonstrate and stress the naturalness, the rare purity and clarity of Philco tone. Remember, that the American public is rapidly becoming highly tone conscious and capable of acute and intelligent discrimination in tone quality.

Quite possibly the greatest of Philco's many outstanding features is the superb quality of its tone, and this one feature alone is selling tens of thousands of Philcos.

We do not need to tell you that the distance range of the Philco 96 model is without an equal. The performance of the Philco 96 in every particular is remarkable. It out-classes all competition.

However, we do not think it advisable for you to stress and over-emphasize your demonstration on distance range and selectivity. For the reason that most of the better standard brands of radio today possess sufficient distance range to cover the United States under favorable conditions. Many times the only way that you can readily prove the fact of Philco superiority in distance range is to bring in far-away stations at certain hours not possible with other sets. You can prove that Philco brings in stations more clearly, truer and more enjoyably.

Localities differ, weather conditions differ and for that reason you might under certain circumstances make a distance demonstra-

tion not entirely satisfactory to yourself. On the other hand you can always depend upon a splendid performance when it comes to tone quality and selectivity, almost regardless of weather conditions and regardless of locality. For that reason we suggest that you stress Philco tone in your demonstration.

You recall that on a previous page we told you to have the Volume Control turned off when tuning in your first station. Before you make your demonstration be posted on what programs are on the air and what stations you intend to bring in. Then, having tuned in your first station with the Volume Control off, you can stand erect, in easy, natural fashion and turning the volume control up gradually, bring in the program at exactly the proper volume.

The type of program that you will tune in for demonstration will vary according to the programs that are available. Where you can use a number of stations, the ideal demonstration is one that will consume not more than five or six minutes. There may be enough programs available at the time to allow you quite a variety. You can use the first minute and a half receiving a good dance orchestra, if in your judgment the prospect enjoys that type of music. A good vocal program consisting of a quartet or a larger group of singers is generally pleasing.

The next minute or two can be used to demonstrate the speaking voice, and then a large symphony orchestra, if there happens to be one on the air.

At the conclusion of your demonstration always allow the orchestra to conclude the number that they happen to be playing. You can tell that the customer is interested and enjoying it, and you must remember that even though they know it is a demonstration, it sometimes irritates the prospect to have the selection cut off abruptly.

When making a demonstration always point out the distinctness with which the various musical instruments can be heard, the high notes and the low notes, and the remarkable clarity of speech. We will now proceed with the dialogue:

SALESMAN: *I see that you have a piano and evidently know something about music. You will understand and appreciate Philco performance. Now we merely turn this one dial slowly until we get to the broadcasting station that we want.* (Salesman turns dial confidently to the station he has planned to get. Always be sure beforehand that the station you want is on the air. Don't "fish.")

SALESMAN: *There we have it—and good music, too. When you bring in a station like this, Mrs. Smith, you get just the volume you want by turning this Volume Control. You will notice that when you turn it to the right the volume increases. You can get a tremendous volume if you want it.* (Salesman turns the Volume Control up for just an instant to illustrate possible volume.) *And then, Mrs. Smith, by merely turning the control to the left, the volume is cut down to just the right degree. I guess we have it about right now for this room.* (Salesman now has Mrs. Smith take a comfortable seat to enjoy the music. Do not seat the prospect too near the receiver. Have Mrs. Smith sit down across the room.)

SALESMAN: *Isn't that simplicity of operation, Mrs. Smith?* (When the salesman makes a comment with set in operation, he should reduce the volume while talking. Do not mix talk and music.)

MRS. SMITH: I never had any idea a radio could be operated so easily.

SALESMAN: (Now seating himself.) *While this orchestra is playing, Mrs. Smith, I want to point out just one or two Philco tone features. I am not going to interrupt this music very much because it is too good.* (Salesman should attempt to point out only the remarkable tonal range and tonal balance of the Philco while the prospect is listening to the music. He should do this briefly and quietly, but forcefully.)

SALESMAN: *We will listen for the low notes of the bass viol and the drums. Some radios do not bring them in at all—others greatly over-emphasize them so that it sounds like shouting in a rain barrel. Those radios do not get the high notes of the flute at all. Philco brings in every note in perfect balance. Just listen.*

(As the musicians play and the bass drum notes sound, the salesman, raising a finger, says, "Hear the drums?" And, when high flute notes float in he merely says, "Listen to those high notes—the flutes. Perfect reception, that." The salesman quietly calls the prospect's attention to the high and low notes several times.)

SALESMAN: *The announcer will make his announcement in a moment, Mrs. Smith. Then you will hear how clearly every syllable floats through the Philco. You can almost hear him breathe. Listen—clear as a bell, isn't it?*

MRS. SMITH: Wonderful!

(The salesman is now ready to explain and demonstrate Philco's marvelous new radio improvement, the TONE CONTROL. The salesman now turns off the Volume Control so that he can be clearly heard, and have the full attention of the prospect.)

SALESMAN: (continuing) *Now, Mrs. Smith, I am going to show you that splendid, new Philco feature—the Philco Tone Control. You have probably heard about this great, new radio discovery. It has been advertised and talked about over the entire country.*

MRS. SMITH: Yes, I have heard about it.

SALESMAN: (touching the Tone Control knob) *This is it, Mrs. Smith. This small, convenient knob, which turns at the touch of your finger tips, is the Tone Control, the device that performs such wonders.*

It gives you actual control of the broadcasting station tone. Think of what that means! It means that you can actually bring in the music of the broadcasting station just the way you like it. It makes no difference whether it is the music of a brass band, a symphony orchestra or bright, snappy popular dance tunes. You have just the tone you want at any time—brilliant, bright, mellow or deep.

You can see that the four settings of the Tone Control are clearly marked on the card which can be removed after becoming familiar with the operation: 1, Brilliant; 2, Bright; 3, Mellow; 4, Deep.

A great many people prefer the Tone Control placed at 2 or Bright, which happens to be where I placed it when we were demonstrating

a few minutes ago. Others prefer the Brilliant, and still others prefer the Number 3 setting or Mellow. Many people like the Deep tone reproduction of the Number 4 setting.

Tone taste differs greatly, Mrs. Smith, and this marvelous new Tone Control discovery of Philco is the one big improvement the radio world has awaited. That is why Philco is in such tremendous demand.

In using your Philco, Mrs. Smith, you might remember that the Number 1 or Brilliant setting of the Tone Control reproduces speech, lectures and talks, with a most remarkable true-ness. The Number 2 setting and also the Number 3 setting are ideal in my opinion for music. Of course, you know, tone taste differs greatly. The Number 4 or Deep setting gives you the deep, low-toned character or reproduction. In other words you get just what you want in tone at any time. Select the tone you want according to your mood.

Isn't that a wonderful feature, Mrs. Smith?

MRS. SMITH: It most certainly is.

SALESMAN: *Now I am going to give you a brief demonstration of the Philco Tone Control. I won't prolong this because I don't want to tire you out.*

(The salesman then proceeds to show Mrs. Smith exactly how the Control is used. Use the Number 1 or Brilliant setting to demonstrate the remarkable clarity of speech if there happens to be a talk or lecture of any kind on the air. Then make a very brief demonstration of the Number 2 Bright setting and Number 3 Mellow setting to demonstrate the pleasing reception of music. Also make a very brief demonstration of the Number 4 or Deep setting. Permit Mrs. Smith to try it for just a moment or two.)

SALESMAN: (continuing) *So you see, Mrs. Smith, how easily you can select just the tone that pleases you most or the tone that pleases your guests or the family. Can you imagine anyone buying a radio set that is not equipped with this remarkable Philco Tone Control?*

MRS. SMITH: No, I can't. I certainly like it.

SALESMAN: *And didn't you notice, Mrs.*

Smith, that throughout the demonstration no matter what type of music was on the air how perfectly balanced the tone was always?

MRS. SMITH: Yes, I noticed that.

SALESMAN: I want to tell you in just a few words, why the Philco has this remarkably pure and balanced tone. Naturally you will want to know. First, I will admit that this particular set is marvelously well synchronized. It's like buying an automobile. Every now and then some person happens to get a perfect car, one that never needs even the slightest adjustment. This is that kind of a radio, but there is a reason why every Philco made has a rare purity and perfect balancing of tone.

The reason is this—at the Philco factory every unit, every part in the instrument, is scientifically balanced and synchronized before it leaves the plant—one part with another with an exactness never before possible in manufacture. That is why Philco is known everywhere as the *Balanced-Unit* radio—that is what gives it such perfection of tone.

MRS. SMITH: I see.

SALESMAN: Yes, those are the two big secrets, *Balanced-Unit Radio* and *Philco Tone Control*, and I must not forget one more thing, Mrs. Smith—that is the *genuine Philco Electro-Dynamic Speaker*.

The Philco contains the big size, *genuine Electro-Dynamic Speaker*. You will notice that the back of the Philco is left open to insure absolute clarity of tone—to give full, clear, unsmothered range to this marvelous speaker. That is also the reason for these attractive *Acoustic Equalizers* on the sides of the Philco. They are not only ornamentative but prevent the slightest stifling or smothering of sound.

The Philco engineers perfected this *Electro-Dynamic Speaker*, and each speaker is balanced and matched carefully with the set, in each and every cabinet. That is why all the sparkle and brilliance of the original music or human voice are reproduced in your home so perfectly. It is a satisfaction to know that the reception you are getting is pure, undistorted and absolutely true, isn't it, Mrs. Smith?

MRS. SMITH: Yes. I wouldn't want any other kind.

SALESMAN: As you know, Mrs. Smith, the stations we have just listened to have been nearby stations, but you are going to be amazed at the distance range and selectivity of your Philco. Night after night you are going to bring in stations thousands of miles away.

I can show you letters from Philco owners in the United States who have brought in stations in Cuba, Canada, Mexico, Hawaii, Japan and Australia. Many Philco owners have actually logged more than 300 stations. Philco is famous the world over, not only for its superb purity and clarity of tone but also for its selectivity and vast distance range. You know that at times we all like to reach out and bring in far-away stations. I presume the members of your family enjoy doing that now and then, don't they, Mrs. Smith?

MRS. SMITH: Yes, my husband does in particular.

SALESMAN: And now, Mrs. Smith, I want to tell you about another exclusive feature, and that is the *Automatic Volume Control*. Philco has so many exclusive features that it really takes time to tell about them no matter how brief one is.

This *Automatic Volume Control* will not only bring in for you broadcasting stations from 500 to 1,000 and many more miles away but it will bring them in just as clearly as it does local stations.

SALESMAN: (continuing) And you know there is not much satisfaction in getting a far-away station unless you hear it clearly and enjoyably.

This *Automatic Volume Control* also eliminates a great many background noises that have been so bothersome to all radio reception in the past, and another thing, Mrs. Smith, the *Automatic Volume Control* prevents fading. You probably know what I mean when I refer to a station fading, the reception first coming in with good volume and then diminishing until it can hardly be heard. This *Automatic Volume Control* prevents that.

The salesman should not spend over three or four minutes demonstrating the Philco *Automatic Volume Control*. It is not necessary to spend any longer time than that.

During the first minutes, provided weather and time conditions are satisfactory, you might show that the Automatic Volume Control will bring in a station 500 or more miles away just as clearly as it brings in a local station. Then, of course, explain the marked advantage of this.

During the second minute show how the Automatic Volume Control cuts out a great deal of noise. This is done by first detuning the stations to call attention to any existing background noises, and then let the prospect notice how these noises decrease as the station is tuned in.

Use the third minute to demonstrate the great power of the Philco Model 96 by first tuning in a nearby station at normal volume, and then, without touching the Volume Control, show how many distant stations can be brought in at the proper volume. The fourth minute can be utilized in demonstrating how the Automatic Volume Control prevents fading, if there is some nearby station that continually fades. In most sections of the country there is at least one broadcasting station that has a reputation for fading.

And Now—Closing the Sale

Getting the name on the "dotted line" is the important thing. There are many salesmen who can deliver a good selling talk but seem to lack the knack or ability to close the sale. They become nervous and uncertain of themselves when the time comes to get the first payment. They lack that necessary initiative and confidence a good salesman displays when he hands the pencil to the prospect and show her or him where to sign.

And we want to assure you right here and now, that "closing the sale" does not require a rare and unusual ability. Any man can learn and quickly master the methods of getting the signed contract—the completed sale. All it requires is a little study, thought, determination, confidence and self-assurance.

So by all means do not get the impression that you're not "cut out" to be a salesman because it is a man's own impression of himself that is the difference between success and

failure. The good salesmen arrive at that point by simply deciding they can and will sell—not a thought to the contrary, and then they back up that determination with a little study and with plenty of actual practice.

Customers expect to be sold. They expect at the right moment to be asked to buy. It isn't going to surprise them when you mention it. They know why you are there, and they know why you are demonstrating.

However, don't expect your customer to say "I will take it" without a word or a bit of direction from you. The customer expects the salesman to handle the sale—not themselves. Even though they intend to buy, they want to be asked to buy—and even urged.

Have confidence! And why shouldn't you have confidence? You are selling the finest performing radio ever built, and you are offering it at a price never before approached in merchandise of such quality. You know that if you yourself were the customer, you would buy it. As a smart buyer, you could not afford to buy anything but Philco. It is a great thing to be selling the best.

Now then, all through your demonstration bear in mind this thought: "Certainly she is going to want the Philco, and I am certainly doing this family a favor in coming to this house and giving them a chance to get for themselves this wonderful enjoyment—an opportunity that they might neglect to take advantage of, if left to their own initiative." Keep that thought in mind because it is a true one and it will make "closing" the sale easy.

When you refer to the Philco that is giving such a splendid demonstration, call it "your Philco." Give the customer a sense of ownership immediately.

Every salesman should be taught to close.

Every salesman should practice at closing. He should rehearse at every opportunity. We suggest the following as a typical closing talk:

SALESMAN: *Now, Mrs. Smith, I want to ask you frankly, did you ever hear or see a more wonderful radio?*

MRS. SMITH: It is certainly a splendid set.

SALESMAN: *You are absolutely right, Mrs. Smith. Philco performance has never been equalled. Tens of thousands of people are either giving away their old radio sets or are moving them upstairs in order to get the splendid radio reception of the Philco.*

A family today makes a big mistake to have anything but the best in radio. With your Philco right here in your living room, you will know that you are getting perfect, balanced reception of all the splendid programs that are on the air today. You will know that you are not missing anything—that you're getting all the color of musical tone, all over-tones, all inflections of speech—perfect, complete radio reception. You can separate and clearly separate the broadcasting stations. You can reach out and bring in far away, distant stations and enjoy it.

And bear in mind, that your radio is "Balanced-Unit" construction. It has got the Automatic Volume Control, and that latest Philco discovery—Tone Control. In the Philco you have the last word in radio. There's lots of satisfaction in knowing that you've got the best, isn't there Mrs. Smith?

MRS. SMITH: Yes there is, if you can afford it.

SALESMAN: *You're right, Mrs. Smith, and that is the big point. Philco does not cost a penny more than an ordinary radio. (Note: Always quote time payment price at first.) This beautiful model with every feature, tubes and all included, everything complete—just as you see it—is only \$188.46. Isn't that a bargain?*

MRS. SMITH: "I—"

SALESMAN: *It surprises everybody, Mrs. Smith—the low, attractive price of the Philco. By comparison with other radio performance, my customers expect to pay about \$50 or \$75 more. And furthermore, you can pay for your Philco on very Easy Terms—a little each month—at hardly any additional cost.*

Note: The salesman will have the contract of sale—the lease with him. This contract is to be signed by Mrs. Smith and also by the salesman as representing the store. Mrs. Smith will retain a copy, and the salesman

will take the other copies back to the store with him. We will now explain how a successful salesman uses his contract or lease to help him close sales.

Signing the Contract

The next step is for the salesman to take the pad of contracts in his hand, and with a pencil he should start filling in the contract as though he assumes that the sale is made. As he fills in the contract he should keep up a running dialogue with Mrs. Smith, asking her questions that inevitably bring the answer "Yes."

For instance, in the average retail contract of sale, the name of the customer is filled in, the number, kind and character of model, the date, the total retail price, the trade-in allowance, the down payment, and the amount to be paid each month.

You can see that while the salesman is filling in these facts he has an opportunity to ask a number of questions to maintain interest. He should avoid the prolonged silence at this point. The running dialogue will keep up the desire to own on the part of the customer. We will now proceed with an example of this dialogue.

SALESMAN: (As he fills in the date and the name of the customer.) *This Philco is surely a handsome piece of furniture, don't you think so, Mrs. Smith?*

MRS. SMITH: Yes, it is very attractive.

SALESMAN: *And don't you think that the tone is marvelously clear and pure, Mrs. Smith? (filling in the type and model of the set).*

MRS. SMITH: Yes, it has a very beautiful tone.

SALESMAN: *The secret of that marvelous tone is Balanced-Unit construction. And you can explain to your friends just how easily you can modulate this perfect tone to your personal taste. This Philco Tone Control will give your guests quite a thrill, don't you imagine so, Mrs. Smith? (filling in the trade-in allowance if any and the retail price).*

MRS. SMITH: It is certainly a wonderful thing.

SALESMAN: *And don't overlook the Auto-*

matic Volume Control. You understand just what this Automatic Volume Control does for you, don't you, Mrs. Smith? (filling out the contract further as required).

MRS. SMITH: Oh, yes, I understand.

SALESMAN: *Do you want to pay cash, Mrs. Smith, or would you like to buy the Philco on the easy payment plan?*

MRS. SMITH: Why, I think I would rather purchase on the Easy Payment Plan.

SALESMAN: *How much do you want to pay down, Mrs. Smith? About \$50 or \$60? (this makes \$35.00, if that figure is necessary, sound easier later on).*

MRS. SMITH: Well, I hardly think —

SALESMAN: *Just how much do you think you would like to pay down, Mrs. Smith?*

MRS. SMITH: Well, I might pay —

SALESMAN: *\$35.00? That's perfectly all right, Mrs. Smith* (filling in the down payment and the amount to be paid each month thereafter).

The salesman then signs his name to the contract, and handing it to Mrs. Smith, with the pencil, says: "This is your receipt for your first payment, Mrs. Smith. Simply sign your name right here."

The sale can now be considered closed, and by this time Mrs. Smith has quite likely started to get the first payment for the salesman. If she hesitates as though wondering what to do next, the salesman merely says: "And now, Mrs. Smith, you can give me the first payment either by check or currency, as you prefer."

We wish to repeat at this point that very frequently you will find that the housewife does not have the authority to purchase items such as radio receivers, and therefore, the salesman must interview the husband before he can hope to make the sale.

Preparing to Sell the Husband

Hence, after the salesman has connected the Philco, and has explained very briefly its most important and most attractive features, and after he has shown Mrs. Smith how easily she can operate it, then the conversation should proceed about as follows:

SALESMAN: *Mrs. Smith, I want to ask you*

have you ever seen a more attractive radio set from the standpoint of cabinet design and superb finish?

MRS. SMITH: I don't believe I ever have.

SALESMAN: *It surely looks mighty well in your home. It looks as though it had been built for this particular room. And don't you think that the tone is beautiful?*

MRS. SMITH: Yes, it certainly has a fine tone.

SALESMAN: *And don't you find it very easy to operate and tune in?*

MRS. SMITH: Yes, I did not have the least trouble with it.

SALESMAN: *Now, when Mr. Smith comes home you tell him that I will be back this evening to talk to him about the Philco; explain to him that he can purchase the Philco on very easy terms if he desires. You tell him to go right ahead using the Philco before I get here because he cannot possibly do it any harm.*

You show him how to start the set, how to tune it and just how to set the Tone Control because you understand perfectly just how to operate it. Be sure to show him the marvels of Philco Automatic Volume Control.

If you will please get me a piece of paper, I will write out the particular things that I want to call to Mr. Smith's attention. I would like to have him look the Philco over and try it out before I get here.

Important!

The salesman should then write a short note to Mr. Smith telling him why he finds this superb Philco in the living room upon his return home. In the note the salesman should tell Mr. Smith that the Philco is all ready to operate. He should urge him to tune in the Philco, try it out in every way and see for himself how selective it is, how easily it brings in the distance, and what beautiful tonal qualities it possesses.

It is very important that the salesman have Mrs. Smith thoroughly sold before he leaves, but it is equally important that he write this note for her to give Mr. Smith, regarding the outstanding features of the set, and telling Mr. Smith that he will recognize

these just as soon as he tries the set out. Be sure to urge Mr. Smith to try the set without waiting until your return. The Philco set will very frequently sell itself. At least it breaks the ice for you.

We suggest that a letter similar to the following be left for Mr. Smith:

Dear Mr. Smith:

By special arrangements with the Philco factory, we are putting a few Philco Radio Sets on Free Demonstration in a selected list of homes. That is the reason why you find this marvelous new Philco Radio Set all connected in your home tonight.

I have explained the operation of the set to Mrs. Smith and she can operate it perfectly. I know you will understand the operation instantly. I would very much appreciate your looking the set over carefully before I return this evening; I would also like to have you tune it in and test it out thoroughly. **BE SURE TO OPERATE THE MARVELOUS PHILCO TONE CONTROL.**

We want you to feel perfectly free to try the Philco because we want you to see how splendidly it performs.

Very truly yours,

Then, too, very frequently a man is not much impressed with his wife's recommendations on merchandise. He is often of the opinion that she is too easily sold, and opposes the purchase for fear of encouraging her. That is the reason why this note to Mr. Smith is important. It shows that the salesman is giving him full consideration as head of the house—as final purchasing agent. And then, if Mr. Smith tries the set out before the salesman returns, his antagonism will have vanished if it ever did exist.

NOTE: Mr. Smith will undoubtedly try the Philco not only because of your invitation, but because of his own curiosity. And if he does, it will be a mighty big help to you. He will compare it with his own set.

Nothing could suit you better. He will see if the Philco can do certain things his own set cannot do. And the Philco will. Mr. Smith is the best salesman to sell himself. And remember, a man operating a set is never annoying to himself.

We realize that it is generally necessary for you personally to demonstrate the Philco set before you can close a sale. However, be sure to make your demonstration effective but brief, as we have explained before.

You will frequently find that Mr. Smith has already made his own demonstration by the time you get there, and he is not only thoroughly satisfied with the Philco but immensely delighted with it. When you find upon arriving that Mr. Smith has already discovered the remarkable selectivity of the Philco, its distance range and superb tonal qualities, then by all means do not go to the trouble of making a demonstration.

A further demonstration may easily irritate Mr. Smith, because he may consider himself a radio expert. If he is satisfied that is all you want to know, and you can then proceed to close the sale.

Important! When demonstrating the Philco set to a prospect, always seek stations with the Volume Control turned down. First, get the station and then turn up the Volume Control if you desire more volume. Philco is a radio set with super-power—extra power. Hence, if you have the volume control at full volume as you turn the dial, local stations and even distant stations will come in with terrific volume. This is not pleasant to hear. Hence seek the stations with the volume control turned down, and when you get the station, turn it up as much as you like.

Selling the Husband

The salesman now returns to the home in the evening to close the sale with Mr. Smith. You understand that in this dialogue we are outlining what may be considered a difficult sale. Many a sale will be very easy.

When the salesman enters the home in the evening he should introduce himself to the man of the house, because Mrs. Smith might just neglect to give this introduction.

THE SELLING TALK TO MR. SMITH

In returning to sell Mr. Smith, stand at the door just a moment to hear if the Philco is in operation. The chances are you will find it tuned in on some program. If it is, then introduce yourself briefly, as previously explained, walk directly to the Philco, and stooping down look at the dial.

SALESMAN: *I see you are tuned in on station "LXY" Mr. Smith. (With this remark make any slight adjustment of control knob or dial to secure better reception if necessary.) It certainly is coming in nicely, isn't it?*

MR. SMITH: Yes, it is.

Note: If it happens that the station being brought in is a distant station, then proceed as follows:

SALESMAN: *That's pretty fair distance, Mr. Smith, but nothing compared to the distance that you are going to bring in during the nights to come. You will get many mighty pleasant surprises on Distance Range every night in the year. There has never been a radio built, Mr. Smith, with such marvelous selectivity and such vast distance range as this splendid Philco 96 Highboy. (Then casually) Everybody admits it has the finest tone.*

If you have the time, Mr. Smith, start a log of the stations you bring in. Merely put down the call letters and the dial number. If you don't, your friends won't believe your stories about distance and selectivity.

Note: The reason that you are talking for a time on this matter of distance is because you have noted that Mr. Smith has a distant station tuned in. Evidently he enjoys bringing in distant stations. At this point be ready to tell Mr. Smith briefly a number of outstanding local cases of Philco's marvelous performance. You will have plenty of very strong testimonials on that score. By that we mean what distance this or that person got; how many stations this or that person brought in. And end by saying that practically all Philco owners get these remarkable results. You will not be exaggerating.

If Mr. Smith happens to have a local program coming through proceed as follows:

SALESMAN: *Apparently you like a good musical program, Mr. Smith. You will get plenty of them from now on, because broadcasting is developing so tremendously. Many new and outstanding programs of all kinds are scheduled for this coming season. Every night there will be a number of rare treats on the air such as (cite a number of outstanding programs).*

You did not have the least trouble tuning in on the Philco did you Mr. Smith?

MR. SMITH: No. It seems very simple.

SALESMAN: *It is very simple. It cannot be much simpler than this. Merely turn the button and the Philco is on. Turn the dial and in comes your station. Then you easily regulate the volume to suit your taste by simply turning this Volume Control knob. Don't you think that the Philco has a marvelous tone, Mr. Smith?*

MR. SMITH: Yes, I do. It certainly is a good set.

SALESMAN: *I presume Mrs. Smith told you about Philco's new discovery—the Tone Control?*

MR. SMITH: Yes, she did mention it.

SALESMAN: *It is one of the greatest discoveries in radio, Mr. Smith. Remember, you not only always get this marvelous clear, pure Philco tone, but you can modulate it at any time exactly to suit your taste. You see the four positions in which you can set the Tone Control knob; Brilliant, Bright, Mellow or Deep. This actually means Mr. Smith, that you control the Tone of the broadcasting station to suit your own particular taste at any time. Isn't that a remarkable improvement in radio, Mr. Smith?*

MR. SMITH: It's a mighty big feature all right.

SALESMAN: *And the Automatic Volume Control. I presume that Mrs. Smith called your attention to that?*

MR. SMITH: Why yes, she told me something about it.

SALESMAN: *It's another big exclusive Philco feature, Mr. Smith. This Automatic*

Volume Control brings in your distant stations at a volume that you can enjoy. It also does away with a lot of background noises, and it keeps distant stations from fading. This Automatic Volume Control alone has sold thousands of Philco Radios.

(At this point you might give Mr. Smith a very brief demonstration of the Automatic Volume Control.)

Isn't that a wonderful thing, Mr. Smith?

MR. SMITH: Yes, it certainly seems to be a very complete radio set.

SALESMAN: *Do you want to purchase the Philco for cash, Mr. Smith, or would you prefer to have it on our very Easy Payment plan?*

(The point we wish to make here is that you should not put off closing a sale any longer than necessary. Mr. Smith might be ready to buy right at this point. If so, then proceed to close the sale. Do not be under the impression that a long sales talk is always necessary.)

In this dialogue talk, of course, we are going to assume that a lengthy sales talk is necessary. Our advice is to qualify Mr. Smith early by asking him how he wants to buy. He may buy right then; at least his answer will give you a direct line on his thoughts in the matter. Finally, if Mr. Smith at this point, and in answer to the above question, indicates he will buy, then close him in the same manner as indicated in our selling talk to Mrs. Smith.

MR. SMITH: (Answering your question as to how he prefers to buy—cash or easy payments.) If I bought this Philco, I would probably buy it on the payment plan, but I don't think I'll buy one now—perhaps later. I have a pretty good set now, and I think I will stick with it a few months longer.

SALESMAN: (Turning off the radio or cutting the Volume way down.) *It may not have occurred to you to buy a new radio set right now, Mr. Smith, but I have a special proposition that I want to make you this evening, and I think after you have heard this particular offer you may change your mind. I am not going to take up much of your time, but*

there are a few facts about the Philco Radio that you ought to know: Then you also ought to know how easily you can own one on the offer I am going to make you. You don't object to giving me just a few minutes of your time, do you, Mr. Smith?

MR. SMITH: Why no, go ahead.

SALESMAN: *I am not going to give you a long, drawn-out talk, Mr. Smith. I will be brief, but I first want to tell you that Philco has been known all over the world for twenty-five years for the excellent quality of its merchandise. You have probably often heard of Philco products.*

MR. SMITH: Oh yes, I've heard of Philco before.

SALESMAN: *During these twenty-five years Mr. Smith, Philco has built up a prestige and reputation that is worth millions of dollars, and the Philco executives would never dream of producing a piece of merchandise unless it was the very finest—the last word—in its particular class. They spent too much money, too much effort, over a period of many years to build up this splendid reputation to ever run the slightest risk of losing it.*

This Philco reputation for always doing things right is also your guarantee of lasting satisfaction when you buy a Philco Balanced-Unit Radio.

You will be interested in knowing that over seven years ago the Philco staff of engineers began to experiment with radio. Philco purchased every radio set on the market. Their engineers studied the weaknesses as well as the good points of each and every one of those sets.

They experimented with practically every known circuit and hook-up because Philco had decided that what the public wanted was not only a radio of remarkable selectivity—vast distance range—a set easy to operate and tune—but also a radio with matchless purity of natural tone.

After the Philco engineers had perfected this marvelous Philco Balanced-Unit radio, they still were not content. They had absolute instructions not to omit one single feature that would place Philco in a class by itself. Therefore, Philco proceeded to secure a license under

practically every important patent that has ever been issued by the United States Government covering radio receivers.

Philco today is licensed under the patents of the General Electric Company, The Westinghouse Electric and Manufacturing Company, The Radio Corporation of America, The American Telephone and Telegraph Company, Latour Corporation, Lowell and Dunmore, Hogan and the Hazeltine Corporation.

Philco picked the cream of all radio scientific achievements in building the Philco Balanced-Unit Receiver, and then to all of this, they added the discoveries of Philco's own engineers. There are many splendid features in the Philco radio that are not possessed by any other set on the market, Mr. Smith.

SALESMAN: (continuing) I don't need to tell you, Mr. Smith, what it means to a factory to build the best in merchandise,—to make just exactly what the public wants. Just let me tell you what this policy has done for Philco.

During the very first year that the Philco Balanced-Unit Radio was on the market, Philco actually reached twelfth place in the industry in volume of production, and AT THE END OF THE SECOND YEAR, Philco had reached the very top of the industry in reputation, public-acceptance and sales to the consumer. Nothing but the splendid performance of Philco Balanced-Unit Radio with its exclusive Philco features could make such amazing progress possible.

You have probably often noticed, Mr. Smith, that Philco is always referred to as the Balanced-Unit radio. You see it in our national magazine advertising, on the Philco billboards, and you have undoubtedly heard it on the air.

MR. SMITH: Yes, I have heard of Balanced-Unit Radio.

SALESMAN: Well, that is exactly what it is—balanced-unit construction, and that is the secret of Philco's marvelous, superior performance. You undoubtedly know, Mr. Smith, that in the research laboratories of great radio factories the first sample models of newly developed radio sets—carefully checked, balanced and assembled by expert engineers—are naturally flawlessly perfect. Each unit is

balanced with scientific exactness with all other units by the skillful use of wave meter, galvanometer or millimeter.

And today, Philco Balanced-Unit Radio means simply this—that our production engineers have successfully brought into factory volume production this same accurate and exact laboratory method of balancing units with such marvelous precision and perfection. It is this exact scientific balancing of electrical units that gives the Philco such overwhelmingly superiority—truer, richer, clearer tone; rare selectivity and vast distance range. So everyone has come to know of Philco as the Balanced-Unit Radio. Just step over here, Mr. Smith, and let me show you this chassis. You can tell by looking at it that the finest kind of materials and workmanship went into its construction.

MR. SMITH: I'd like to look at it.

SALESMAN: (Bringing chassis into view.) Isn't that a fine piece of workmanship?

MR. SMITH: Yes, it looks well made.

SALESMAN: The very finest materials obtainable—the most expensive—went into this chassis, plus precision workmanship, each part balanced with the other with scientific exactness. Notice the shielding of the parts. Complete and careful shielding is one of the most important things in radio construction and it is very often neglected. The object of complete and careful shielding of the parts is to keep the electric current in absolute control; in other words, to keep it in its definite, designated path—to keep it from spreading—to prevent one circuit from interfering with another. That prevents oscillation. And you know what oscillation does to radio reception.

MR. SMITH: Sure.

SALESMAN: While we are right here, Mr. Smith, let me call your attention to the fact that this Philco Highboy is a nine-tube set—possessing marvelous selectivity and super-power. It carries three of the wonderful screen grid tubes, the tubes that bring in the stations and the distance. It also carries three of the Type 27 tubes, two of which act as detectors, and then that marvelous Philco super-power is made possible by the circuit arrangement for the two Type 45 tubes backed by one of the powerful Type 80 tubes.

Practically all other radio receivers have only one tube acting as a detector tube. That is the common thing, but Philco in this marvelous receiver uses two tubes in the detector circuit. **IT IS NOW KNOWN IN THE RADIO WORLD AS THE MULTI-PLEX DETECTOR CIRCUIT**, carrying a double power that **ELIMINATES DISTORTION**. It is one of the big factors in creating that marvelous purity of Philco tone. Briefly, Philco passes the electric current through two tubes instead of overloading one tube.

SALESMAN: (continuing) *And another thing, Mr. Smith, this Philco Model 96 has a double-tuned input circuit leading into the set. This means that this Philco has two tuning stages ahead of the first tube and this ABSOLUTELY ELIMINATES CROSS-TALK. When you get a station on the Philco you get it clearly—sharp, sure separation. You can see the importance of that.*

MR. SMITH: Yes, I can see that. Now let me ask, does the Philco have an Electro-Dynamic Speaker?

SALESMAN: *Positively, yes—and a genuine, big size Electro-Dynamic Speaker. I want you to know and know positively that the Philco Electro-Dynamic Speaker is a genuine Electro-Dynamic and it is a tremendously big factor in creating the marvelous tone that the Philco possesses.*

Philco has also applied to this Electro-Dynamic Speaker the same scientific balanced-unit construction in design and in factory production.

You will be interested in knowing that to get maximum speaker results the cone of the speaker must be as large as possible without giving it too much weight. The cone must also have exactly the right degree of flexibility. It must be flexible but not flimsy. The object is to get the largest sound area possible without creating the fault of too much weight or the fault of too much lightness or thickness of cone material.

Philco's engineers made the most exhaustive tests and comparisons to determine the proper compromise between sound area, cone weight and cone flexibility. So in Philco you have an

Electro-Dynamic Speaker of extra size and of perfect cone design. You have a speaker of true sensitivity with a liberal area provided for sound waves and volume of air,—with flexibility that gives perfect sound reception. The perfect balancing of the Philco Electro-Dynamic Speaker with the Philco radio shows in the exquisite clear tone you get, don't you think so, Mr. Smith?

MR. SMITH: Yes, it's well built—no question about that.

Note: The salesman now proceeds to demonstrate the Philco—particularly emphasizing Philco's new radio discovery—the Tone Control, and also the other great Philco feature—the Automatic Volume Control. These are particularly powerful sales features.

Please refer to our instructions, given on previous pages, in demonstrating and explaining these features to Mr. Smith.

The demonstration to Mr. Smith should be brief. The shorter a demonstration is made the better. First tune in on a good program to show the tonal qualities. Bring out the fact that the drums can be heard; that the low notes as well as the high notes can be heard. It is easy to show clearly the vast superiority of Philco tone quality.

Then show selectivity. Demonstrate once or twice how you can have one station on one point of the dial and then merely by a hair's-breadth turn bring in another station. Show this two or three times. However, do not keep it up, because no matter how successful you may be, constant switching from one station to another is irritating to the radio fan.

Merely demonstrate this selectivity two or three times to prove the point, and then be done with it. And inasmuch as it is in the evening, and weather conditions will probably be reasonably favorable, bring in some distant station. If conditions are unusually favorable, bring in quite a number of distant stations.

However, as stated above, too much switching from one station to the other is irritating unless the customer himself is doing the tuning and the "fishing." It makes

a lot of difference who is operating the set—the prospect or the salesman. Let the prospect handle the dial a bit.

After you have successfully and quickly demonstrated the Philco's ability to get distance, then switch back to the matter of tone. Always wind up your demonstration with a good program on the air and show him the tonal qualities of the set. Do not do a great deal of talking while you are demonstrating the set. You will not be heard as well, and people do not enjoy listening to talk at the same time that they are listening to a program. When you get ready to continue your selling talk shut off the radio.

Again we refer you to instructions covering the demonstration with Mrs. Smith.

SALESMAN: (continuing) *The Philco Model 96, Mr. Smith, represents without question more radio value by far than any radio receiver ever built. It has everything, and a family today—with the wonderful programs that are on the air—simply cannot afford to have anything but the best in radio reception. There is no reason why you or your family should miss a single thing—perfect speech, popular music, symphony orchestras, plays and vocal music, all brought in faultlessly and perfectly from local stations or distant stations.*

When you own a Philco, Mr. Smith, you know that you have got the best—a superbly beautiful cabinet of Oriental walnut and American butt walnut, a handsome piece of furniture; also the matchless tone that goes with Balanced-Unit radio; also Automatic Volume Control that reduces static and does away with the annoying background noises; and finally, the new radio discovery—Philco Tone Control—that enables you to modulate and control the radio tone to suit your personal taste.

And the best part of all this is that this splendid Philco Highboy actually costs you no more than you would pay for the ordinary radio receiver. Your Philco, exactly as you see it here, tubes, Electro-Dynamic Speaker and everything included, is priced at only \$188.46. (Always quote time payment price first.) That is certainly a bargain, isn't it, Mr. Smith?

MR. SMITH: Oh, it is a good value, all right.

SALESMAN: *And you can make the purchase on the monthly payment plan if you prefer, Mr. Smith. Almost everybody takes advantage of this plan, and there is no reason why you shouldn't. You merely make a first payment of forty or fifty dollars, and then you can pay the balance a little each month. How much would you like to deposit as first payment Mr. Smith?*

Note: Mr. Smith may reply that he is willing to pay \$35.00 or \$40.00 down. If so, proceed to close the sale and get the contract signed as outlined previously in the selling talk to Mrs. Smith. However, Mr. Smith may reply as follows:

MR. SMITH: The Philco is a mighty good set all right, but I think I will look at a radio set before I decide.

SALESMAN: *Just what, Mr. Smith, do you think you could possibly get in the way of performance in another radio that Philco could not give you more perfectly?*

MR. SMITH: Oh, I don't know.

SALESMAN: *Certainly you cannot imagine a radio set more beautiful to look at.*

MR. SMITH: Well, I guess that's right.

SALESMAN: *And you will agree that Philco has a marvelous selectivity. You proved that to yourself, didn't you?*

MR. SMITH: Yes, I did.

SALESMAN: *And you'll admit that Philco has a wonderful distance range. We even proved that by merely fooling around with it a bit tonight, didn't we?*

MR. SMITH: You're right about that.

SALESMAN: *And let me tell you, Mr. Smith, no radio set built possesses that purity and that clarity of tone. It's perfect, isn't it?*

MR. SMITH: The tone is mighty good.

SALESMAN: *And remember, Mr. Smith, the Automatic Volume Control and the Philco Tone Control. You would never be satisfied NOW with a radio that did not possess those features—even if it sold for less money. You've got this Philco here now. It is in perfect condition. I have never demonstrated one more perfectly adjusted. You can enjoy it tonight,*

tomorrow night and all the nights to come. You can give me your check for the first payment or currency, just as you like.

MR. SMITH: There are so many new developments in radio I had better wait to see what changes are going to be made.

SALESMAN: *If you do that, Mr. Smith, you will never own a radio. You and I cannot imagine anything more perfect than this Philco reception, but radio is like the automobile. Undoubtedly it will continue to be improved for years to come. Automobiles are improved a little here and a little there year after year, but millions of them are sold and have been for over twenty years.*

Why? Because you would not, and other people would not, spend year after year walking instead of riding just because the automobiles might be improved.

And listen; you're not going to miss all the wonderful programs night after night and year after year because radio might be improved. Am I right?

MR. SMITH: Well, I guess you are right about that. But I don't want to buy this radio on the time payment plan. What is your price for cash?

SALESMAN: *You save exactly \$13.96 by paying in full for the Philco, Mr. Smith. In other words, the cash price on this Philco Highboy Model 96, everything included, just as it stands, is only \$174.50. It won't be necessary now for me to make out this lease or contract at all. All you need do is give me your check for \$174.50, and I will give you a receipt showing that you have made the payment in full.*

Note: The salesman should now proceed to make out the receipt for Mr. Smith covering payment in full for the Philco Model 96. Hand the receipt to Mr. Smith explaining that it covers the payment in full, and after receiving his check or the money, remain long enough to explain to Mr. Smith that he is entitled to certain free service and inspection.

Then bid him good-night, and assure him that you will call at the home every now and then to see that everything is entirely satisfactory. Tell him to feel free to phone you at any time.

Now then, many times before you can close the sale with Mr. Smith you must consider that possibly he has an old radio set on hand. He will naturally wonder what he is going to do with the old set. He will quite likely want to trade it in on the new set. The dialogue may proceed somewhat as follows in that case.

MR. SMITH: What sort of a proposition are you going to make me for this old radio that I now have?

SALESMAN: *First, Mr. Smith, I want to tell you frankly that obsolete radio sets are worth practically nothing. I dislike to tell you this because it is naturally disappointing to anyone. I will admit that there are many old radio sets in homes today that are worse than yours by far, but on the other hand you would be surprised to see some of the large, imposing looking radios that are discarded by people every day in order that they may get the new Philco with the Automatic Volume Control and the Tone Control.*

It is possible for me to give you a 10 per cent allowance for your old set complete. In other words, I can allow you \$17.50, but it seems to me that it would be far more profitable for you to move this old radio set upstairs. The chances are that you can use two radio sets very nicely, this brand new Philco Highboy in the living room, and your old set upstairs so that you can tune in when you feel like lying down, or so Mrs. Smith can tune it in when she is upstairs for any considerable time for any purpose. Don't you think the idea of having two radios in the home, one upstairs and one down is a good one Mr. Smith?

MR. SMITH: Well, it might be. I had not thought of that, but I am not sure that we need two radio sets.

SALESMAN: *I tell you what I suggest you do, Mr. Smith. Keep this old radio set and move it upstairs. And then at the end of a few weeks, if you find that you do not use it as much as you expected, why not give it to a friend or relative?*

You quite likely have some relative or member of the family who would enjoy tremendously having a radio set. They might find

it inconvenient to buy one right at this time, and would appreciate immensely receiving one from you as a present. In their eyes it would be a real present. A great many people give their old sets away to charities—hospitals and orphanages.

My suggestion is that you keep it for a while in the home upstairs or anywhere else that you think desirable. Then if you find you do not use it enough to keep it, you can give it away where it will count the most, or you can run a classified advertisement in the newspaper and undoubtedly sell it for more money than I could possibly allow you for it. If you like at that time, we will place it on the floor of our store and try to sell it for you. I think you ought to keep it.

MR. SMITH: Well I guess you are right.

At this point, you should promptly complete the sale with Mr. Smith either for cash or on the time payment plan in the manner we outlined previously. If Mr. Smith buys on the time payment plan, fill out the lease or contract carefully, accurately and in a natural, matter-of-fact manner. While filling in the various blank spaces, continue in a pleasant voice to ask Mr. Smith questions that always bring the answer "yes." We again refer you to the *Closing Sales Talk* given Mrs. Smith.

At this point we might suggest that after you have sold the Philco radio to Mr. and

Mrs. Smith, after the contract is signed and payment made, do not be in too much of a hurry to leave. While it is not wise to remain at any considerable time chatting, nevertheless do not leave so quickly as to give the impression that the only thing you were after was their money and that you do not really have their interest at heart.

We suggest the following dialogue after you have closed the sale:

SALESMAN: *If you don't mind, Mr. Smith, I am going to call you or Mrs. Smith on the telephone in a day or two to hear about the stations you have brought in on the Philco, and the comments of your friends on the Philco Tone Control and other features.*

Frankly, I use a great many of my customers as reference, and we always like to hear of the splendid performance of each Philco. It gives us lots of satisfaction. I presume you don't mind if I call you up shortly?

MR. SMITH: No indeed. In fact, I will be glad to hear from you.

SALESMAN: *Now, if there is anything that you do not understand thoroughly at any time, Mr. Smith, do not hesitate to call me up and I will attend to the matter without delay. Here's my card. It has my name and telephone number and I want you to feel at liberty to call me at any time.*

MR. SMITH: All right.

SALESMAN: *Thank you. Good night.*

USING THE PHILCO OWNER

The satisfied customer is the best advertisement any merchandise can have. As a smart Philco dealer, you will take pains to see that your customers are satisfied. Therefore, establish and maintain a prompt and efficient service department. Your distributor will give you all the help you need in establishing good service. Accept his suggestions. Read the Service Manual. The good will created by your service department will be a sales asset. It will help collections and build prestige.

Satisfied Philco owners are a most productive source of prospects. They have neighbors, friends or relatives who are thinking about buying a new radio. And you can make these people customers. Philco owners will be glad to give you names and addresses of people whom they believe interested. But by all means have a definite, organized system for following up the Philco owners. You cannot merely say to a salesman "Jones, follow up Mrs. Smith for prospects" and expect it to be done efficiently.

A successful system of "Using the Owner" is outlined here. It requires three principal steps. They are:

1. Make out Owner's Card for file.
2. Send Letter of Thanks.
3. Have salesman make several "owner" calls, and have him trained on what to say to get live prospects from the Philco owner.

Card File Record of Philco Owners

Your first move is to make out an Owner's Card for each customer as soon as sold and credit verified. We illustrate herewith a sample card which you have printed or typed. These cards should be placed in a file expressly provided for the purpose. This should be a date file with indices from 1 to 31 so that the cards may always be filed or moved up to the date on which calls should be made.

Thus, you can readily determine just what "Owner" calls are to be made by each salesman on each day of the month. As a

call is made, proper notation is made on the card and it is filed under the date on which the next call is to be made.

Do not permit these cards to leave the office—they are for your own use or that of your sales manager. The salesman can refer to the cards when they wish, make what notes they desire, and then report results to the office, which results will be noted on the cards for future reference. Then, as each "Owner" call is made, the date for the next call should be entered—depending upon what transpires—and card filed under next date.

If a salesman leaves your employ and has some "Owner" calls which should be made, divide his cards among the other men.

Letter of Thanks

Do not fail to mail a letter thanking the customer for her purchase within twenty-four hours after the purchase has been made. Make sure, however, that the customer's credit is satisfactory and that you are accepting the sale before you send the letter. The following letter may be used:

(Dealer's Letterhead)

May 5, 1930

Mrs. John Q. Smith
268 East 8th Street
Holland, Mich.

Dear Mrs. Smith:

Our Mr. Butler has just called my attention to the fact that you have purchased from us a new Model No. 96 Philco Balanced-Unit Radio, equipped with the new Philco Tone Control and Automatic Volume Control.

This is the finest instrument ever produced by the Philco factory. I know that you will be immensely pleased with this marvelous receiver and I wish to express to you my appreciation of your business.

We want you to feel at perfect liberty at any time to telephone or write us for any little service that we may be able to render you.

Thanking you again, I am

Very truly yours,

Front of "Using the Owner" Card

Owner's Name _____ Letter Sent _____	
Address _____	
Phone No. _____	Date Sold _____ Model _____ Salesman _____
Principal Points that Influenced Sale _____	
DATE OF CALL	WHAT HAPPENED
Offer to Owner _____ Date Made _____	
Owner Paid _____	

Back of "Using the Owner" Card

Prospects Supplied by Owner	
1.	Name _____ Phone _____
	Address _____
	Remarks: _____
	Salesman Assigned _____ Result _____
2.	Name _____ Phone _____
	Address _____
	Remarks: _____
	Salesman Assigned _____ Result _____
3.	Name _____ Phone _____
	Address _____
	Remarks: _____
	Salesman Assigned _____ Result _____
4.	Name _____ Phone _____
	Address _____
	Remarks: _____
	Salesman Assigned _____ Result _____
General Remarks: _____	

Reward to Owner for Prospects

Give the Philco owner a reward of \$2 or \$3 or the equivalent in merchandise for every prospect that results in a sale. Most salesmen find that the cash reward—money—makes the greatest appeal to the owner. Others make gifts of hosiery, candy or some small popular feminine novelty. Use your own judgment, but by all means give the owner some tangible recognition of your appreciation of prospects that result in sales. When you sell such a prospect see to it that the Philco owner who gave you the lead gets his or her reward promptly. Don't let your salesmen neglect this. It is vital.

We will now assume that the letter of thanks has been sent and that two or three days have elapsed. The salesman now makes his first call. The conversation may proceed as follows:

SALESMAN: *"Good morning, Mrs. Smith. You remember me, no doubt—I'm Mr. Butler, of the Whiteside Radio Co., who sold you your Philco."*

MRS. SMITH: *"Yes, indeed I do. Won't you come in?"*

SALESMAN: *"Thank you, I will. I think I have some pleasant news for you. By the way, how do you like your Philco by this time?"*

MRS. SMITH: *"It's performing splendidly; we really keep it going all the time."*

SALESMAN: *"That's fine. I knew you'd be immensely pleased. Now, I want to give you the bit of news I have. I know that you must have plenty of visitors, friends and relatives, and when they hear your new Philco they are probably mighty pleased and surprised at its remarkable performance. They will get to talking about radio, ask the price of yours, and often mention that they are thinking of buying one."*

"All I want you to do is to remember the names of any friends or relatives who seem interested or might be interested. Then I will see you every week or so and you give me those names. I will call on them, try to interest them, without mentioning your name, and for EACH Philco I sell to your prospects I will give you \$3. Some of my customers make \$6 and \$9 some

weeks in this way. There is no reason why you shouldn't, is there, Mrs. Smith?"

MRS. SMITH: *"Oh, I'm sure I can think of some. I don't know of any just this moment, but I'll certainly keep it in mind and will write the names down for you."* (Quite likely the salesman will get one or two names on his first call.)

SALESMAN: *"Alright, Mrs. Smith, thank you. I'll be back to see you in a few days."*

Other "Owner" Calls

Do not have your salesmen call on owners once or twice and then forget them. Make frequent calls upon every Philco owner. These calls are excellent builders of good-will and other prospects are sure to develop. Do not be discouraged if two or three calls upon an owner fail to produce names—keep calling on her.

Do not stop calling on Philco owners, whether or not you get prospects. Of course you will call diligently on the owner who constantly gives you good leads because such owners are working steadily and constantly for prospects that may mean commission for them. And remember this, radio receivers do finally become obsolete and finally wear out and you should keep in touch with your customers to get repeat business.

There are many good "approaches" that can be used by your salesmen for making "Owner" calls. Some of them follow:

1. The salesman can call to present the Philco owner with a photograph of a Paramount motion picture star—the leading lady or leading man of Paramount's latest screen hit. The Philco-Paramount tie-up makes this possible, and the dealer can get these photographs at only a few cents cost each through the distributor.

2. Another reason that the salesman can use for calling on the owner is the Philco Hour. He can state that the dealer has been requested by the factory to obtain the comments of representative citizens of the city in regard to the program. Also, he should keep posted on coming broadcasts and can call the owner's attention (for

example) to the fact that Leopold Stokowski will broadcast for Philco on a certain date.

3. A radio log can be presented to the

Philco owner by the salesman. A radio log can be obtained at little expense by the dealer and serves as a continual advertisement.

HANDLING SALESMEN

We discussed under the heading "How to Get and Pay Men" the steps which you should take in procuring salesmen, and how you should pay them. When a man enters your employ as a salesman he should be bonded. The reasons are apparent—he will likely have sets in his possession at various times, he will enter other people's homes as your representative, he will take payments for you, and he may have ready access to your store and office.

The amount of each salesman's bond should be \$500. Consult a bonding company and they will take care of the business for you. They will give you the few instructions and forms that are necessary. Your distributor will be glad to refer you to a bonding company if you do not know of one, or you can ask your bank.

Have your salesmen report promptly at 8.30 or 9 o'clock each morning. Do not permit tardiness. Discuss with the men their plans for the day and help them wherever possible. Have a cheery greeting for them each morning and keep them enthused. Be a friend to each salesman and not just his employer.

Weekly Sales Meetings

Once a week, preferably Saturday morning, have a short sales meeting. Regardless

of the number of salesmen you have, hold this meeting. Discuss there the progress that has been made during the week and commend the men for their successes. Never point out a salesman's faults to him during a meeting or in front of other men.

Manage the weekly meeting yourself. If a salesman has had an unusual experience during the week—an interesting condition with which he has dealt successfully—have him tell about it at the meeting.

Do not permit long arguments. Make the discussions constructive and enthusiastic and keep the meeting well in hand.

Where four or more salesmen are employed, have a board in the room in which the meeting is held on which you place each man's name and the amount of business he has done for the week.

Encourage the men to get their names in first place. For instance, give the high man a cash bonus of \$5 each week. Remember, however, the high man is the man who gets the highest commission check and not necessarily the man who has made the greatest number of sales. The man with the greatest number of sales may have allowed many trade-ins and a man with a smaller number of sales may have allowed no trade-ins and therefore be the best salesman of the week.

OPERATING METHODS AND FORMS

BY ALL MEANS CONSULT YOUR DISTRIBUTOR IN REGARD TO METHODS OF STORE OPERATION AND THE FORMS WHICH THESE METHODS REQUIRE. HE IS READY AND PREPARED TO HELP YOU. HE HAS RECEIVED FULL INFORMATION FROM THE PHILCO FACTORY AND AWAITS THE OPPORTUNITY TO BE OF SERVICE. We present a brief outline of certain practical methods and forms here—but ask your distributor for details.

Have Prospect Record cards for your salesmen. These should be in triplicate—one for the salesman to keep, one for filing by date for follow-up purposes and the other for filing alphabetically for record purposes. Make sure that a Prospect Record card is filled out *completely* for *every* prospect. Your distributor or the Philco branch can suggest the proper form.

When a salesman arranges for a free home demonstration, have him make out a Demonstration Request form. This will contain the name and address of the prospect and the model which is to be delivered. The salesman is to turn this Demonstration Request over to you personally or to whatever person handles credits. A Delivery Order is made out and the prospect signs a receipt.

Investigate Credit Before Demonstrating Set

Then is the time to investigate a prospect's credit—before the set is delivered for demonstration. Remember that the sole purpose of the demonstration is to make a sale. If the sale is to be rejected on account of credit, then the time and money spent in making the demonstration have been wasted. Call your local credit men's association for information concerning the prospect or at least see if the prospect is on the "black list" which is usually supplied by such associations.

Have a time limit on sets that go out for home demonstration. This should be two, or

at the most three days. Enforce this limit—never extend it except in the case of a *very* good reason by the salesman. In order that all sets will be returned to your store promptly, use an Order to Pull form. This is made out by the person who authorized the home demonstration and given to the delivery man on the day that the time limit expires.

You will, of course, have Stock Record cards. A card is made out for every set that you receive from your distributor and filed by the serial number of the set. When the set goes out on demonstration, proper notation is made on the card and it is moved to the "Out" or "Demonstration" section of your Stock Record File.

When the set comes back, notation is made on the card and the card is returned to its original place. If the set is sold, the card is stamped accordingly and placed in the "Sold" section of the file to be destroyed eventually.

In the event of a prospect changing her mind about the model which she has had on demonstration and wishes another, the salesman makes out another Demonstration Request, across the face of which is stamped the word "Exchange."

Verify All Sales

Now, a word as to verifying sales. Every time a sale is made, call on the customer yourself or send some person other than the salesman to make sure that the customer thoroughly understands terms and conditions. Also send a letter thanking the customer, in which the terms and conditions are repeated. This will assist in making collections, as the excuse, "Oh, I didn't understand that" cannot be given.

Five days before each payment on a set is due send a Reminder to the customer. This should be very brief notice, and should clearly state that it is a reminder—so that the customer will appreciate your thoughtfulness and not take offense.

If the payment is not received within

five days after the due date, write the customer a courteous letter calling the matter to his or her attention. At the expiration of another five days write again if the payment has not come in. Then, if the customer still delays, call personally or send a competent person to inquire as to the cause for delay. Be friendly to the customer. If, however, it appears that you will not receive the payment at all, you should send a third letter stating that the set will be repossessed on a certain date (three days after date of letter) unless the installment is paid.

You will also need Receipt forms for cash

payments at your store and other incidental forms that will occur to you as you proceed.

Sample Forms from Distributor

YOUR DISTRIBUTOR CAN GIVE YOU SAMPLES OF THESE VARIOUS FORMS MENTIONED, AND THE COST OF PRINTING WILL BE SMALL. YOUR DISTRIBUTOR OR THE PHILCO BRANCH HAS FULL AND COMPLETE INFORMATION ON THESE METHODS OF STORE OPERATION AND HE WILL BE GLAD TO ASSIST YOU IN THIS RESPECT.

