

Auto-graphs

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AUGUST, 1962

National Sales Champs Announced

Frank Lewis wins title



Frank Lewis

FRANK LEWIS, Missoula, Mont., garnered top spot to become Autopoint's National New Account Champion of the year. Forrest Doty, Frank's District Sales Manager, reports that Frank really went all out and

hustled, taking nothing for granted in his search for new prospects.

Frank has proved again that the big city salesmen can't grab-off all of the sales awards. There's a whale of a lot of business available to us in all parts of the country.

CLOSE

The race was a tight one all the way. Harold Oyaas of St. Louis, and Ed Roach, Havana, Ill., both relative new comers with Autopoint, took second and third places, respectively. They ran neck and neck all the way.

Other standings in the new accounts race were:

- 4 Al Toth New York
- 5 A. M. Elliott Ohio
- 6 Don Larisey Chicago
- 7 Guido Meneghini Pennsylvania
- 8 "Tex" Guinan Indiana
- 9 Merritt Bacon Wisconsin
- 10 H. T. Alcott Syracuse
- 11 Floyd Beitzel Detroit
- 12 Roy Johnson Chicago
- 13 Charley Ballew Missouri
- 14 Carl Longenecker Missouri
- 15 Herb Maitson Minneapolis
- 16 June Ingerle Dayton
- 17 Clarence Bogenberger.....Milwaukee
- 18 Jerry Walters.....California

The above listed winners have earned hearty congratulations from all their

fellow Autopointers. They are the sales leaders from out of over 300 representatives. Quite an accomplishment!

Detroit is national district winner

JOE SHAVER'S hustling Detroit crew took the Autopoint National District Award. As a result, the following representatives qualified for an extra bonus of 2500 S&H Green Stamps each: Herb Baesch, Floyd Beitzel, Mrs. Harvey Johnson, and Peerless Advertising Specialties.

The Missouri, Chicago, and Illinois districts were next in the national district standings. All three managed to keep the heat on Detroit for first place during the entire race.

EXPERIENCE HELPS

The first four places in this contest were won by districts with experienced managers. These managers have earned congratulations, too, for the "push" and the guidance they provided to put their districts in top positions.

Districts with relative newcomers as managers took the next four positions in the tight competition. These managers are: Stan Rindfleisch, Dave Warren, Bill Stocker and F. R. Doty. This was an excellent showing for these relatively new men. Fred Aloï, our newest DSM, in New England made a very respectable showing in the short time he has been with us.

OUR VIEW

By RVU

IT'S GREAT to be a winner and all the new account "openers" were winners in more than one sense of the word. Not only did everyone in the Sales Stampede receive double S&H Green Stamps but, most important, you found new customers, who are your business lifeblood.

These new accounts are as good as "money in the bank." The one outstanding fact about Autopoint business is that it repeats, and repeats, and repeats. And, because it's your account, it's a protected annuity-with no price cutting and no pirating of accounts.

My sincere thanks for making the Sales Stampede such a huge success. This has resulted in sales gains of over

Joe Shaver does it again



"King" Joe Shaver

FOR THE SECOND straight year, Joe Shaver of Detroit has won the individual District Sales Manager honors for new accounts, and he thereby receives the President's Award.

He turned in a tremendous job--

69 new accounts personally solicited in a three-month period! This is, indeed, an accomplishment inasmuch as he also was new account champion last year.

Joe's new accounts this year amounted to approximately \$5400-an average of about \$78 per account. This certainly shows that his business isn't all wrapped-up in a few large accounts. His customers and prospects are widely scattered-but highly productive. (Confidentially, we've been told by some DSM's that Joe is going to have to step this up next year if he's to hold on to the crown. A number of DSM's are out to unseat the "king.")

20% for the year, with the "best" half of the year still ahead of us.

Let's make the second half of '62 even better than the first!

Stampede!

LITERALLY tens of thousands of S&H Green Stamps were distributed to "reps" all over the country in the recently concluded Autopoint Sales Stampede. Sales Manager Dick VanUum reports that it was "an extremely successful campaign."

One of the outstanding winners was Dave Bortner of Janesville, Wisc. Dave was with us only two weeks when he earned 60,000 S&H Green Stamps for landing a very nice pencil order from a new account. Happy stamp-licking, Dave.

Meet your Autopoint Associates

A message about ELIZABETH LISKA, Accounting Dept. Supervisor

ARE YOU A SALESMAN who is interested in commissions? "Well," you might reply, "I am a salesman and, as a matter of fact, commissions do interest me to a certain extent."

That, from a salesman would, we believe, be the understatement



ment of the era. Well, fellas, here's the gal who handles and pays those commissions - the able and congenial Elizabeth Liska. Liz tells us she tries to pay all due commissions

Elizabeth Liska to Specialty Reps

as soon as possible after receipt of an acceptable order. This means: first, the order must "pass" credit investigation and, second, the Order Department must approve the order as to item, color, imprint, price, etc.

WATCH DATES

One foul-up occurs when a Rep forgets that an order *must* be requested for shipment within 90 days if immediate commission payment is to be made. On orders for future shipment (beyond 90 days), commission is paid 90 days prior to shipment.

Reps will be interested to know that Liz keeps a careful check of all commission payments, so that when a salesman reaches the \$4000 volume, he immediately receives an *additional 5%* commission bonus on the sales he makes.

"To keep all salesmen posted on their exact standing, commission-wise, we also furnish a complete statement-of-earnings total at the end of each year for each salesman. In conjunction with this, we also compile all sales-volume figures for use by management in its evaluation of sales territories."

Liz's other functions, though they do not affect the salesmen directly except on their own samples, includes the invoicing to customers, and the issuing of all credits and allowances.

COMMISSIONS

Here are some other pointers from Liz which will help our salesmen to better understand Autopoint's commission payment system:

Each item has an established commissionable "base" amount from which all commissions are figured, and the over-all commission naturally changes in proportion to the quantity sold. One good thing to remember is that Autopoint pays the most dependable commissions in the industry !

Blanket orders calling for a 12-month withdrawal period are considered as contract orders. Commission payment is made only upon the face amount of the withdrawal orders which apply against the blanket order. No advance commission is paid on blanket orders only on releases from the blanket order.

WORLD TRAVELER

Elizabeth has been with Autopoint since November 15, 1934 ... and is a veteran world traveler. In recent years, she's clocked a "million" miles visiting Canada, Mexico, Cuba, the Bahamas, Puerto Rico, the Dominican Republic, Haiti, Jamaica, West Germany, England, Ireland, Scotland, France, Spain, Italy, Belgium, Holland, Denmark, Sweden, Norway, Austria, Switzerland, Greece, Morocco, Egypt, Lebanon, Pakistan, India, Burma, Thailand, Singapore, Phillippines, Hong Kong, Formosa, Japan and Hawaii, in addition to all the faroff places in our own U.S.A.

But, in spite of the glamour of her travels, Liz says that she loves to make out checks for Representatives. If she didn't have these checks, she says she'd have no job. (How about keeping her busy, fellas?)

d'Largo sales zoom!

THE NEW d'LARGO pen is off to a whiz of a start. Bill Stocker landed two nice-sized orders out of his first three presentations. Dick Laymon reports enormous success with this pen, and says he definitely expects his d'Largo, sales to get even better.

Right now, we've got stacks of orders for the d'Largo in the house. Salesmen are realizing, more and more, that the thing to do is to "grab it while it's hot."

Some of the salesmen are showing the pen to customers and prospects in the Vu-Mor package with great selling success-even when quoting the extra 100 price involved for this package. The Vu-Mor packaging makes a beautiful presentation and a real "gift" for the happy recipient.

The d'Largo is a real seller, a great merchandiser, a thing of exceptional beauty-and an extremely efficient writing instrument. Quite a package for extra sales!

Autopoint Company sales organization members and employees are encouraged to submit items of information and general interest for publication in future issues of "Auto-graphs."

Address your communications to: Jim Edwards, Editor, "Auto-graphs," Autopoint Company, 3200 W. Peterson Avenue, Chicago 45, Illinois.

VIC NIELSEN ELECTED GOVERNOR



Vic Nielsen

E. V. "Vic" NIELSEN, our District Sales Manager in Fremont, Nebraska, has recently been elected Governor of the Optimist International, District 10, which includes the states of Iowa and Nebraska. Vic is not

only a loyal member of the Optimist International (a social and civic minded businessman's organization) but, he's a top-flight Autopoint sales-producer, and family man as well. We all join in wishing "Vic" continued success in all fields of endeavor.

Hruska's stamp stack stumps redemption center

CHARLIE HRUSKA, Cedar Rapids, Iowa, won-so many thousands of S&H Green Stamps in the recent Autopoint Sales Stampede that his local redemption center was unable to offer a large enough array of items for his selection. Happy result: Charlie and his wife bundled up their stamps and scheduled a trip to Chicago to seek out a larger redemption center.

Dixie calling

THE FIRST EDITION of Division Sales Manager Dave Warren's "Straight Steer from Dixie" is off the press.

It's a newsletter, published, as Dave puts it, "as the spirit moves us" for and about the Autopoint team in the Southeast.

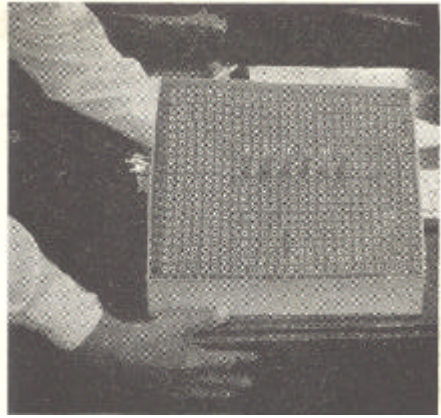
A sales-stimulator Dave advocates is to try selling the #218 Deskmate with personalized ad copy on the memo paper ... everytime the salesman makes a call, he can carry in a fresh, printed package of refills. This is an example of two great ideas--first, the newsletter is great for intraterritorial communication and, second, the publicizing of any selling help is a help to all of us.

The whole world loves a bargain

By FRANK LEWIS, SPECIALTY REPRESENTATIVE

(See photo, page one)

(Editor's Note: We asked Frank Lewis, our "man in Missoula," for the inside scoop on his success with the new d'Largo Pen. Here's his story.)



QUALITY FIRST

There's much more to making top quality Auto. point ballpoint pens and pencils than meets the customer's eye. Much of the built-in quality comes from special "behind-the-scenes" care and planning. For example, while other manufacturers buy small parts all mixed or "thrown" together, Autopoint insists that any parts which might otherwise be scratched or dented be carefully protected for shipment. An example is the above shipment in which each part is protected from contact with all others by use of special Kimpak "egg-crate" separators. It costs more this way-but it's another means by which customers are assured of the very finest quality from Autopoint.

SALES MEETINGS HUGE SUCCESS

THE THREE RECENT sales meetings in Detroit June 25 and 26, marked the conclusion of a series of regional meetings held coast-to-coast. These meetings gave President Sol Shulman and Sales Manager Dick VanUum an opportunity to meet with over 200 of our salesmen on their "home grounds" to discuss new products, new ideas, and new sales techniques.

"Most important," says President Shulman, "was the opportunity for everyone to get to know each other better. Our aim was to learn how we can better serve the man in the field and, at the same time, acquaint him with the help available from the office. It's been gratifying to get to know everyone personally and I'm sure the confidence and enthusiasm exhibited at these meetings will reflect in more business and earnings for everyone."

it flows around the mold. This is true in all plastic, but it is not visible in the opaque or solid colors. Because the metallic barrels are slightly translucent, these flow marks are visible. You'll note that no two are alike and, indeed, these flow marks add individuality and character to each pen. They actually enhance its appearance. (Incidentally, those metallic-covered barrels are beautiful aren't they!)

WOMEN STAND IN LINE FOR HOURS to buy one. They push, pull, shove, holler and yell, and behave in a most uncivilized way just to buy a bargain. They will buy anything from space panties to

dog food for their husbands-providing it's a bargain. They differ very little from men in this respect. Every buyer

loves a bargain.

I have been told that the advertising market is flooded with ball point pens. I refuse to believe it.

When my samples of the new d'Largo Pen arrived, I was very much impressed by the beauty and quality. (The d'Largo is gorgeous-no doubt about that.)

And, the name "Autopoint" on the clip meant that there was quality built-in, as well. I thought it over and decided to show my customers "the most beautiful pen made." This is my story:

PRESENTATION

"Mr. Prospect, my name is Frank Lewis, and I represent the Autopoint Company. I made a special trip here to show you what I consider the finest pen made anywhere. I'm sure you'll agree it's the biggest bargain you've seen in years. This is a pen which is easily worth a dollar, but we're offering it for only 371/20 in quantities of 500-with

your advertising printed on each one." will 500 be enough to cover your entire customer list?"

Then I hand him the pen and ask him to try it. He does try it-and he likes it-as I knew he would.

He might say that he doesn't give advertising gifts to customers, in which case I suggest that even if he only uses them around his office, it's still a wonderful buy.

Suppose Mr. Prospect says: "I could use some for the Christmas selling season, why not stop and see me sometime nearer then?"

I tell him: "I always look forward to seeing you, Mr. Prospect, and I'll be happy to see you in a few months but, you needn't delay buying now because you want them for Christmas. We can ship these pens to you now, or whenever you desire them, and you needn't pay for them until Christmas."

My d'Largo score: 24 presentations -18 sales, 15 new accounts-\$1212 volume-\$303 commission.

SALES

CLINIC

COMPLAINT:

How come the gold finish on some of these so-called "gold" pens comes off so quickly?

DIAGNOSIS:

Most of these parts are actually nickel with a minimum of "gold" plating applied. Indeed, most manufacturers do not even test the quality or amount applied. Because there's so little actual "gold," it has a tendency to wear off quickly and the nickel tarnishes.

CURE:

We at Autopoint have developed a special acid bath to carefully control the quality of our plating. All of the "gold" on our d'Largo pens--clips, tips, rivets, and plunger covers, is now subjected to a special acid bath test. Some brands are tested for a minimum of 60 seconds, whereas Autopoint pens must stand up under this acid test for *one hour and 40 minutes!*

This is another example of the care and quality built into each Autopoint product!

COMPLAINT:

While all of my customers think the d'Largo pen is gorgeous, some of them have made the comment that the metallic barrels are "cracked." I'm sure they're not, but what is that "line" I see on those barrels?

DIAGNOSIS:

You're absolutely right! Those "lines" you see on the metallic barrels are positively *not* cracks. Those are "flowmarks" caused by the molten plastic as



"Took advantage of every minute of your vacation, eh, Willoughby?"

Summer slump ain't what she used to be!

FOR YEARS, SALESMEN HAVE TOLD THEMSELVES that sales "slump" in summer. And for years, sales *did* go down as temperatures went up. But it was always a suspicion with some sales managers



**Special
'rep'
named**

LELAND SEELEY, A NATURAL BORN SALESMAN, with a wealth of experience in dealing with the market that furnishes a large hunk of our customers and prospects, has joined Autopoint as a Special Sales Representative.

Lee was formerly associated with the Carter Ink Co. of Chicago, selling that firm's extensive lines of ink, adhesives, carbons and ribbons. He won top rating with Carter Ink for garnering new accounts-and attained the second place standing in his company for attaining total sales increases in his territory.

KNOWS FIELD

His many contacts in Indiana, Kentucky and the Chicago area with variety, hardware, dry goods, chain stores and other retail supply outlets should prove invaluable in his new Autopoint position. He is also experienced in conducting sales meetings and in guiding new, high-potential but inexperienced salesmen.

A part of Lee's excellent background stems from the fact that he was formerly a partner in a sales organization. An important phase of his work consisted of directing sales campaigns, general sales promotion, and salesmanship training.

FAMILY MAN

In college, Lee majored in business administration at Port Huron Business College. He and his wife Marilyn have two children: Debbie, 10, and Larry, 5.

Lee tells us that his first solid impression of Autopoint came when he overheard a conversation between a stationery shop operator and a customer. The customer wanted to buy an Autopoint pencil, and refused to even consider any substitute. The customer, through experience, *knew* Autopoint quality and wasn't about to buy anything other than an Autopoint product at the highly competitive Autopoint price.

that it wasn't the sales that were "slumping," it was the *salesmen*. They said it was so, they believed it, and so they cut their selling effort a bit--they drifted with what they thought was the tide. Besides, summer is such a lazy time, and who wants to work hard anyway? So what happened? Sales slumped, of course, though many a salesman's golf game got better!

DON'T LET DOWN

Today, in this age of air conditioning, there simply is no excuse for any letdown in the warm summer and early fall months. Most business offices and plants are air conditioned. New fabrics for clothing are lighter and more comfortable than ever. Many businessmen who supposedly were "on vacation" all summer now take time-off in the winter months instead. Besides, how many prospects can be away at any one time? Surely there are plenty around who can still be seen. Even if a regular customer is away, it might be a good time to meet others in his company who might someday have buying authority or, who now have some buying influence.

ONLY A DREAM

When examined closely, that old gray mare called "summer slump" doesn't look so bad after all. You might even say she is just a dream in the minds of a few salesmen. If you're one of these, it's time to wake up. Autopoint sales are made the year 'round.

Proof of the non-existence of a summer slump at Autopoint: Joe Overton recently reported a \$5200 week; Cecil Fuerst came through with a \$3500 week; and Dick Laymon had a \$3000 week. These totals are not at all unusual. Many of our other men are having *sensational* summers.



SPECIAL AWARD



George Roehr

PRESIDENT SOL SHULMAN had a very pleasant task one day late last month. Both George and Marge Roehr, who have been with us for so long (since 1933) and, who have done such an outstanding job

throughout the years, were pleasantly surprised when they visited Chicago during the recent Housewares Show. President Shulman presented them with the "Sharpshooter Award" for outstanding sales achievement in recognition of the fine record their team compiled in opening new accounts during the Sales Stampede.

(Incidentally, weren't the Roehr's observed at the Arlington Race Track the day before-with a certain "somebody" who was enjoying her vacation at the time? We had no idea that this "somebody" was a sporting fan.)

Jim Martin wins golf meet honors

JIM MARTIN, new Foreman of the As. ssembly Department, beat all competition with his net handicap score of 69 in the twelfth annual Autopoint Golf Outing. The tourney was held June 23 at Mohawk Country Club.

Jim, a consistently "hot-shot" golfer, has garnered first place twice in the last three meets. For his efforts this year, he won not only the President's Cup but a Crown Jewel coffee brewer as well.

Start of this year's event was delayed two hours by rain, but no amount of adverse weather could dampen the players' spirits.

Ida Parker guessed Jim Martin's exact handicap score in advance of the competition, and thus won first prize, a Royal Buffet Automatic Percolator, in the Calcutta.

Other Calcutta winners were Catherine Plennett, Printing Department, who came in second and won a Cory Electric Mixer; and Edna Pramshafer, Floor Supervisor, who was third and was awarded a Cory Knife and Scissors Sharpener.

The gold putter awarded to the player coming closest to the pin went to Lillian Haugan's husband, Earl.

Everyone attending was well rewarded with a fine prize as well as a good round of golf.

Bill Sherman new Director of Design

WILLIAM S. (BILL) SHERMAN has been appointed to the newly created post of Director of Design. He will deal not only with Autopoint products, but with Cory, Fresh'nd-aire, Micro, and Flavor-Seal products as well.



Bill Sherman

Bill Sherman is a veteran executive in the field of product design and engineering. For the past five years, he operated his own design studio, doing product design work for such clients as Elgin National Watch

This congenial gent is Ed Roach, our go-getter rep in Havana, 111. Ed is a solid backer of the Autopoint #692 Longliner. "It's simply the greatest door and sales opener any salesman could possibly ask for," says Ed. If he has no competition and it also is a sales opener for



other Autopoint items. Just leave a sample and let "them" be the judge. Then call back and the prospective customer will tell you that they never had a penstick that does a better all-around job.

Co., Welby Corp., Encyclopedia Britannica, and Cory Corp.

He was Director of Design for the Autopoint Company between 1955 and 1957, and designed many of the products in our present line of writing instruments and advertising specialties. He has also done work for Presto, Inc., of Eau Claire, Wisconsin, and for the Stewart-Warner Corp. of Chicago.

Bill served in the U.S. Army from 1943 to 1946 as a 1st Lieutenant in the Field Artillery. He holds a B.S. degree in Mechanical Engineering from Purdue University, and a B.S. in Product Design. m Illinois Tech Institute of Design. He is a member of the Industrial Design Institute. Welcome, Bill!

The Art Department asks for help

By PAUL CUSHING

To SUCCESSFULLY reproduce any two-color ad, letterhead or trademark, the Art Department needs at least two black and white copies (preferably three), accompanied by a color layout.

Most two-color "specs" desired for printing have resulted in reps sending letterheads in color-but too often, they send only one copy. In most cases, color letterheads *can* be used-if at least two are sent. The Art Department needs one letterhead for each color used, and likes to have a third letterhead to use as a color guide for printing and registration.

The same holds true for trademark reproduction. Salesmen must send at least two copies of any trademark which has more than one color in it, and no material sent to the Art Department should *ever* be bent or stapled.

If Reps will simply follow the above requests, their orders can be processed faster and at less cost.

WITH AUTOPOINT, QUALITY ALWAYS LEADS PRICE

OF ALL THE OBJECTIONS salesmen encounter, perhaps the most frequently heard (and most troublesome) is that based on price. "It costs too much," "I can't afford it," or "I can get the same thing elsewhere for less" are comments every salesman runs into at one time or another. No objection is more

likely to stop a salesman dead in his tracks. And yet-price should not be as important a factor as it is in many lost sales. With Autopoint products, there is a natural counter-argument to the highprice objection: **quality.**

QUALITY COSTS \$

The very fact that our products sometimes sell for a little more indicates superiority. It costs money to manufacture a quality product; therefore, such products must be sold for a higher price. You can't sell the very best and sell it for the same price as your cheapest competitor. Your prospective customer would be bound to ask: "If your stuff is so good, why do you sell it so cheap?"

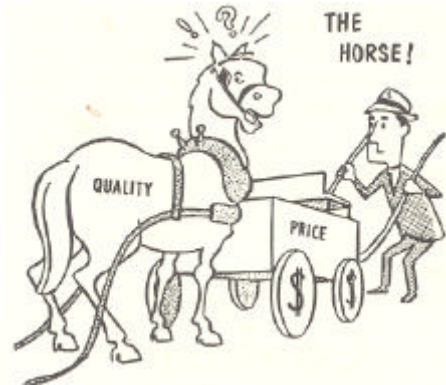
Cheap things are made for people who refuse to pay more; for people who must get along with something "almost as good." Few of our customer-prospects are actually in this category. And, even the few who are will sooner or later become dissatisfied with their poorer-quality purchase. Very often, the savings that result from quality make the purchase of a higher-priced item less expensive in the long run. A quality item may cost a little more initially, but will last much longer. It is, therefore, often much cheaper to buy and use the higher-priced item. Judging a product or service on initial cost alone simply does not make good economic sense.

EVERYBODY LOSES: A recent editorial in "American Paper Merchant" had this to say about the wisdom of cutting prices:

"Nobody gains in a price market, neither the manufacturer nor the distributor. Not even the customer gains, because if he can obtain a lower price from one source of supply, there is always the question in his mind as to whether he might have gained a still lower price if he had shopped further. His confidence in the market and in his supplier is shaken by a price market.

"Price cutting does not earn loyalty; it does exactly the opposite. The supplier who sells solely on price will lose a customer to a lower price just as quickly as he gained him, and the supplier who gets the business remains just as vulnerable to the next price cut. In the meantime, profits are destroyed and a demoralized market ensues to the detriment of both manufacturer and distributor."

DON'T GET THE CART BEFORE



QUALITY ALWAYS LEADS PRICE

"Hot" pencils for sale

FABULOUS Thieves Market in Mexico City-where all sorts of merchandise (some of it stolen) is marketed in the open (a la Maxwell Street in Chicago) was visited recently by Jim Edwards.

Lo and behold, midst the array of jewels, surgical instruments, tools, et al, what should our Autopointer spot on prominent display but a huge assortment of used #6, #76, and #48 Autopoint pencils.

And were they selling? You bet! Like "hot" pencils. These guys aren't the only ones who know the value of display!

"I didn't order THAT!"

AN ALMOST SURE-FIRE WAY to raise a customer's dander is to ship him (and, of course, bill him for) merchandise he doesn't want. It *does* happen-and here's how the error most frequently occurs:

Busy Salesman calls on equally busy customer. Salesman makes with some social small talk, but quickly sees that customer is busy, busy, busy-so Salesman gets right to the point and asks, "What do you need from Autopoint today?"

Busy customer, with 92 1/2 percent of his mind on other matters, replies, "Just send me a duplicate order of what I bought last time." Customer has forgotten the actual "last" order and is recalling an order of six months ago.

SHOULD CHECK FIRST

Salesman later looks up customer's last order and reorders it. Result: customer gets merchandise he doesn't want. There's a rhubarb between customer and Salesman, or between customer and Autopoint. Nobody wins. It's the old, old story: Why is there so frequently too little time to do things right in the first place, but untold needless hours necessary to correct the errors that result?

A Salesman can avoid the above dilemma by simply making certain the customer knows what he's ordering. Find the last order and check, show samples, show prices, show merchandise in the catalogue--do it any way you want, but make certain your customer knows what he's ordering "Like the last order" is risk order taking.

(The above anti-goof suggestion was submitted by Walt Preussner, Autopoint Credit Manager.)

Confusin'

Too OFTEN, a salesman sends in an order which lacks some of the information we *must* have to properly fill the order.

For example: Don't simply tell us to send "d'Largo"-there are *two* of them and, like almost all pens, they're available in various point sizes, ink types, ink colors, barrel colors. The stock number, in the case of the d'Largo, covers the cap finish, but this is not always true with our other pens and pencils.

When a salesman writes an order, he should *always use the stock number* and carefully read the catalogue sheet to include all information that applies to any variations in the descriptions of the merchandise being ordered.

When all else fails to melt resistance, try a good idea

SOMETIMES even perfectly good salesmen resort to what are deridingly referred to as high-pressure tactics-such as promises of new information when none exists; appeals for a visit of "just a few minutes" when you need 45; repeated telephone calls to a prospect "to see if you've changed your mind"; claims that a product will soon be unavailable when no shortage is actually anticipated; and snide remarks about competitors. These approaches seldom -work, and even when they do, they win no friends for either the salesman or for Autopoint.

WATCH YOURSELF

If you ever find yourself engaging in some such high-pressure tactics because you've run out of good approaches to a particularly tough prospect, stop and give a few minutes thought to what you're doing. Apply your imagination to the problems of this "cold" prospect. Find a new way to solve them with your product or service. Write all of your ideas down-even the apparently silly ones. You'll be surprised at how active your imagination can be if you just give it a chance to operate. And, you'll be surprised, too, at how quickly your prospect will warm-up to your idea-based proposal. Nothing melts resistance to buying quicker than a good idea.



When all else fails to melt resistance
TRY A GOOD IDEA I

Helps customer sell

PROBLEM:

Customer wanted an item to *increase orders* as a result of his direct mail advertising campaign.

SOLUTION:

Salesman suggested an Autopoint pencil with a string attached to the clip. The sales letter accompanying the pencil extolled the virtues of the customer's product, and added that the pencil was a gift, using these words: "There's a string attached (as you can see). We want you to use this pencil whenever and wherever it is useful to you but, when ordering (*customer's product*), be sure to send the order to us."

RESULTS:

The customer received many additional orders written in longhand, giving him the tedious, but welcome, task of deciphering some not-too-clear handwritten orders.

This simple but effective sales idea can, of course, be applied to any Autopoint Pen or Pencil. Salesmen and their customers will be amazed at the results that can be obtained with a cute idea.

(Send us your sales ideas. If accepted, we'll send you 25 free ball pens with whatever advertising copy you specify.)

Grand old Autopointer



THE EDITOR of *Auto-graphs* recently received a wonderful letter from about as nice an Autopointer as exists (and that covers a lot of territory). He's Henry J. Hueffe of Minneapolis

Henry J. Hueffe

who started as District

Sales Manager for Autopoint 'way back in 1934-and who still faithfully services some accounts at his present age of 75.

Henry covered Wisconsin, Minnesota, North and South Dakota, Kansas and Nebraska for retail and direct business from 1934 to 1956. As our business grew in these states, parts of the territory were divided because of the physical impossibility of covering all accounts in the huge area, and Henry kept right on calling and selling his "old" friends.

He has a daughter and five grandchildren also living in Minneapolis. We expect Henry'll be servicing his "old" customers for many more years to come.