

Auto-graphs

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MEET YOUR AUTOPOINT ASSOCIATES

A message from **BESS JOHNSTONE** (Assistant Sales Manager)



My job at Autopoint is to provide service. The whole purpose of my work here is to help make the efforts of our sales force easier and more effective,

There's really no one single function of my job that is most important. Rather, I consider each part of my job equally

Bess Johnstone

important as my contribution to the Autopoint sales operation as a whole.

One part of my work is corresponding with our selling personnel concerning any subject on which they might require information helpful in the sale of either Autopoint or Cory products.

This correspondence might have to do with such things as the application of customer copy on certain products; pricing data; writing up large-volume, blanket contracts; specialty samples; cut costs; etc.

Samples of our products are working tools for our Sales Representatives. They need an adequate and up-to-date supply of these samples at all times, and considerable concentrated effort is devoted to supplying them. This is another part of my job ... making sure that needed or requested samples are supplied in the most up-to-date form and with maximum speed!

A new Representative needs prompt and special help -- and we do our best to provide

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it. He is issued a complete sample assortment of all items in the line. Helping to set up a new Representative is one of the real pleasures of my job.

I am also responsible for what might be called "quotations and general information." Much of this work is handled by correspondence. It includes such things as requests by organizations and individuals seeking information about Autopoint products. Usually, they want to know something about a current product, but sometimes they're interested in products which they might have seen or purchased years ago. They seek prices, availability and other information relative to their particular requirements.

I also take care of requests from regular customers for information about merchandise received, shipments and a host of other matters. We like to work closely with Salesmen in these matters, because they generally best know the customers' needs and likes.

Recently, I inherited the "Complaint" Department. Fortunately, this is not a big or busy department, but occasionally we do have some claim that requires attention and adjustment -what company doesn't?

Included in all parts of my work, is the desire to expedite the handling of orders, and to serve everyone with consideration and cooperation.

Someone once said that I ought to add a middle initial to my name, and they suggested that it be "S" for "service". Of course, I felt

BESS JOHNSTONE ...

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flattered that one would think of me in this way. Actually, however, ALL of us in the office try very hard to provide SERVICE to you and our customers. It's our pleasure to do so.

TWO NEW DISTRICT MANAGERS



Dave Warren



Mike Moss

President Sol Shulman has announced that two new District Sales Managers have been appointed. The appointments became effective on January 2.

Warrington C. (Mike) Moss, Jr., is the new District Sales Manager in Tennessee and Kentucky (excluding Boone, Kenton and Campbell Counties in Kentucky), plus Floyd and Clark Counties in Indiana.

Mike is making Jeffersonville, Indiana, his headquarters. He is married and has four children. An experienced salesman, he has been calling on national chain, department and specialty stores for 10 years.

Dave Warren is our new District Sales Manager in Alabama, Georgia and Florida (excluding Dade County in Florida). Dave was born in Belize, British Honduras. He attended the University of Florida, also has been in the military service. He is married, and makes his home in Atlanta with his wife and three children (maybe four at this time). At the age of 25, this exceptional young man has already served the Prudential Insurance Company -first as a special agent -- later promoted to division manager ... and was "top man" after five month's service!

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DEATH TAKES MAURY JENSEN

Funeral services for Maurice C. (Maury) Jensen, 58, of Barrington, were held January 5. Burial was at Mount Olive Cemetery, Chicago.

Maury had many friends among his fellow workers at Autopoint and will be long remembered not only as a congenial, cooperative man, but also for his many years of constructive effort for the Company.

He died early Tuesday, January 2, at St. Therese Hospital, Waukegan, shortly after he was admitted. He was taken to the hospital by ambulance after suffering a heart attack at his home.

Maury was an Autopoint employee for more than 21 years. He was Foreman of Pencil and Pen Assembly, Imprinting and Packing. He served as President of Autopoint's Credit Union for the past seven years. He was also Safety Director and a member of the Autopoint Safety Committee.

He was born at Aalgott, Denmark, December 31, 1903. He married Beulah Parr at Waukegan and the couple made their home in Chicago until 1952 when they moved to the North Barrington area.

He is survived by his wife, son, and daughter, his mother, one brother and one sister.

ABC means

"ATTENTION, Salesmen"

A new and, we hope, effective way to get vital sales information to the immediate attention of our sales force has been initiated.

These new "Autopoint ABC Bulletins" will deal strictly with product sales information.

They will be printed on a distinctive yellow paper with matching envelopes for immediate identification. Issues will be consecutively numbered--so that anyone can tell at a glance whether or not he or she has all copies. The bulletins will be three-hole punched so that they can be easily kept in a notebook for quick reference.

Watch for your ABC Bulletins. They'll contain information of importance to you!

OUR VIEW by R.V.U.

Manager Bob Fredrickson's Illinois District shot to the top in sales gains in November with a sensational 74.5 percent increase over sales in the corresponding month of the previous year.

Districts headed by Vic Nielsen (Omaha) and by Lew Pollock (Chicago) gained second and third spots with 42.5 and 40.2 percent increases, respectively.

Placing fourth was R. D. Twohey's Buffalo District with a 33.1 percentage gain.

Other standings were:

			% UP
Fifth	Mo.	B. B. Dokmo	25.0
Sixth	Phila.	Cecil Fuerst	12.1
Seventh	Md. & Va.	Joe Overton	10.5
Eighth	Cinci.	W. E. Stocker	5.5
Ninth	N.Y.	Frances Penn	none
Tenth	Cleve.	R.D. Laymon	none
Eleventh	Detroit	J. B. Shaver	none

The above standings include sales by both the District Sales Managers and by Representatives in their districts.

A special bulletin will be mailed shortly showing final 1961 standings.

The "Big Four" territories in November were headed by Lew Pollock, Frances Penn, R. D. Laymon and Bob Fredrickson. Goods valued at \$20,000 or more were shipped to each of these territories in November.

There aren't any comparison records yet for the following District Sales Managers and their territories, but watch their dust in '62: R. R. G'Sell, Indiana; Mike Moss, Kentucky-Tennessee; Ed Placko, Los Angeles; S. W. Rindfleisch, Minnesota; F. R. Doty, Northwest, and Dave Warren, Southern.

NEW CATALOGUES

A pair of brand new Autopoint catalogues are REALLY "in the works."

Our new Specialty Catalogue has gone to press, and the new Retail Catalogue is now at the printer's, nearing

final stages of production. Both will be released in late February. Watch for 'em.

OFF TO FAST START

Vic Breitenback didn't look like a sprinter when he joined us on January 10. But "looks" deceived us! One hour after he received his line, he was back in the office. He had closed a sale with a local paving contractor for 250 076 pencils! It's very possible that other "sprinters" may have done as well I -- but, until I we learn differently -- Vic wears the medal of "record-holder". Congratulations, Vic! Keep up the good work I

Dave Warren, our District Sales Manager in Atlanta, also deserves a very special accolade. Dave spent a week in St. Louis with "Doc" Dokmo experiencing "on-the-job" training. The day after he returned home, he closed a deal for 2500 052G pencils for a NEW account -- for over \$3200. Congratulations Dave -it's only the beginning I (Our thanks, too, to "Doc" -- for having done a magnificent job.)

A BILLION PEN YEAR?

In a year-end review by the Fountain Pen and Mechanical Pencil Manufacturers' Association, it was predicted that production by American pen manufacturers will hit the one billion mark in 1962, for the first time in history.

In 1961, production of ball point pens, fountain pens and mechanical pencils reached an estimated factory price value of more than \$175,000,000. Units produced totaled over 950,000,000.

Trade journals are predicting an increasing market in the use and sale of mechanical pencils. They also show that sales of quality ball point pens are on the upgrade. Forecasts are that there will be a decline in sales of cheap, poor quality ball point pens which have flooded the market in recent years.

We are all part of a growing industry--supplying the needs of a population and education explosion. There's a fast-expanding white collar population, plus growing ordinary needs for handwritten communications--all I of which should mean better future business for Autopoint.

HOW TO MAKE BETTER USE OF YOUR SELLING TIME

The greatest aid to salesmen for meeting today's selling conditions is free. It's called "planning".

Even the best of us can improve our ability to plan our work. Let's look at some of the areas in which we can make improvements.

PLAN YOUR TIME

The place to start is with an over-all perspective. What do you want to accomplish? What is a realistic goal? What is a practical way to accomplish it? Any goal appears insurmountable under difficult business conditions until it is broken down into small segments.

The second step is to determine what must be accomplished week by week. This calls for a detailed list of work to be done each week. You know the conditions. You know how much effort you must exert. Each week must see certain ground covered.

The next step is careful planning of the day's work and making sure that each day stands on its own feet. This is the most important phase of any planning effort. You must adhere to a strict schedule to accomplish your planned results for the day if you are to attain the main goal for the period.

PLAN THE CALL

No job of planning is complete unless each individual call is planned in advance. This is the key to sales achievement today. The salesman must get to the real facts of the situation and plan every call. For example, if a retailer on whom the salesman is calling has been employing a lot of "debutramps" and has forgotten how to sell, the salesman has a job to do. If the salesman is calling on an industrial firm where an executive maintains he wants to wait a few months before he installs a money-saving machine, the salesman has a different kind of job to do. If the salesman is calling on a consumer who cannot make up his mind, there's

yet a different kind of job to do.' In ever case, the most important part of that job is planning the call in advance.

Plan each and every call without exception. No more hit-or-miss calls.

PLAN THE SALE

Plan the sale. Get the business on the spot when it is possible to do so. Don't be satisfied by merely making a call in which you make some progress.

The salesman who is fretful, worried, bewildered, and griping about the uncertainty of everything, is going to miss the boat if he doesn't do something about this planning business. His fate rests in managing his territory.

What is the first step in improved planning? It is organizing time. Here is a story that illustrates the point.

ORGANIZE YOUR TIME

Two salesmen leave the office together at 9 o'clock in the morning. One man gets to the corner. He goes into a drugstore to buy a cigar and, after chatting for a while with the clerk, thinks: "Well, who will I see first this morning?"

He recalls a man at the other end of town who promised him some business later and decides that he might be a good man to "see." It takes a half hour to get to the man's office, and he had already wasted 20 minutes in the cigar store, so it is almost 10 o'clock when he arrives for an interview.

Having no appointment, he waits his turn to get in, and after getting in, the interview is most unsatisfactory. The salesman has nothing definite to suggest. The prospect tells him his company is tightening the lid on purchases generally. Not wishing to be discourteous, however, he talks golf for half an hour and

sends the salesman away happy.

By the time the salesman gets back downtown it is after 11 . Only an hour until I lunch! I How time flies. Who would be a good man to see at 11 o'clock? He remembers a concern just starting in the neighborhood. A good place to kill I an hour -so the morning ends with two calls and no business.

The afternoon passes in much the same way. Lacking a definite objective, the salesman drifts aimlessly about his territory. In place of orders he accumulates only pleasant receptions. His calls for the day total four. He is discouraged.

WHAT "PLANNED INTERVIEWS" MEAN

The second salesman makes his first sale while the other salesman is still chatting with the cigar clerk. He does not need to wonder whom he will "see" because the night before he selected the names of 20 people he proposed to call upon the next day with the least waste of time.

Nor did the second salesman think of the prospects he had selected as "people to see" but rather as "people he was going to sell." He set a definite quota of calls for the day, and his experience with the law of averages told him that if he interviewed 18 people he was reasonably sure of three sales. Twenty calls, he had found, in his line, usually made the three sales sure. His calls were planned so that he could make as many as possible, his interviews were planned so that no time would be wasted, and he passed from one call to the next without lost motion or wondering where he would go from there. To him, selling was a profitable pleasure.

HOW MUCH TIME DO YOU LOSE?

How many salesmen are there today who are not wasting one-half hour a day? Very few. Even a man who can account for every minute of his time, and who is so fortunate that he does not lose a minute in friendly visits or similar nonproductive effort, may easily waste as much as one-third of his time through faulty generalship and indifferent time management.

Often, the hardest workers are the greatest time wasters. Time wasted in rushing in circles and doubling back on calls is many times greater than the time wasted in actually loafing. Time management is the solution.

A TIME ANALYSIS PLAN

One salesman, who is doing a nice business, hit upon a plan to make sure he gets the most out of each day. He had some cards printed with the hour of the day down the left hand margin, and two columns to the right of the hour. On this card he accounts for every half hour of his day, as a business accounts for every hour of its workers. He enters the productive time in one column and the nonproductive in another. On Sunday, he goes over his week's work and totals all his nonproductive time, just as a good businessman periodically goes over his books searching for leaks.

This salesman has made some interesting discoveries. He found, for example, that he was wasting five hours a week getting started every morning. He found he was wasting three hours a week during the middle of the day by spending his lunch hours with the same three friends every day, and he found that he was wasting another five hours by coming back to the office every afternoon at 4:30, when he could, by more careful arrangement of his appointments, secure interviews up to 5 or even 5:30 p.m.

IMPORTANCE OF A TIME BUDGET

Just think of it -- this man was letting 12 precious hours slip by every week which yielded him not a penny in business, and which had possibilities equal to adding more than 75 working days to his time capital per year. It was exactly the same as a businessman who finds 20 percent of his profits gushing out through a leak in his operations. Don't let such a leak develop in your territory.

Better time management is the key to planning your work for greater sales results. Budget your time, then stay within your budget.

BATTLEFIELD PENCIL



Seems we're getting a "run" on Autopoint pencils with interesting histories.

Last month, we pictured and told about a 34-year-old pencil, and how faithfully and well it had served its owner for all those years.

This month, an Autopoint Pencil with a European battleground history came to our attention. Let's let Guido Meneghini, our Autopoint Specialty Sales Representative in Carnegie, Penna., tell the story:

"The man who owns this pencil recently told me how he came to possess it. He said he removed it from a dead German soldier in Aachen, Germany, in 1945, and has had it ever since. Its in perfect operating condition. It certainly has done some traveling, since the owner is one of my neighbors in my home town of Carnegie. The owner thinks the German soldier probably took the pencil from an American soldier."

MEMORAMA SELLING

The 1962 edition of the MEMORAMA has been completely sold out! Please don't send any more orders for them!

We are revising, editing and improving the MEMORAMA and promise that the 1963 edition will be the finest book of its kind on the market. The NEW MEMORAMA will be a bigger seller than ever before. You'll be proud to sell it.

"INSTANT" INK-in 2500 B.C.

Next time you're tempted to praise contemporary mankind (especially in the U.S. and Western Europe) for our "modern" ways of preparing food -frozen,

condensed, canned, and a whole variety of "instant" concoctions, consider this:

As early as 2500 B.C., both the Egyptians and the Chinese were using "instant" ink!

They mixed ground lampblack with a solution of glue or gums. Then the mixture was molded into sticks and allowed to dry. When these ancients wanted to do some writing, they simply mixed the sticks with water and, presto, they had ink.

1962 FREE GOODS OFFER

Looks I like we'll have a banner first quarter. This year's free-goods offer: 10% FREE GOODS ON ALL PENCILS, and 25% FREE GOODS ON 3X PENS has established a record January for us -despite the bad weather. Our receipts for the months are the highest in recent years --and, there are still two months left to go! Our customers appreciate an honest free goods offer on quality merchandise.

Get on the bandwagon: The free offer means business -- Savings to your customers! Orders and commissions for you!

KNOW THE SYMBOLS



The impressive Autopoint "A" (a massive block serif letter in reverse printing on a circular black background) signifies our exclusive GUARANTEED FOR LIFE "Grip-Tite" Tip. The familiar outer-edge of this symbol shows how the famous "Grip-Tite" Tip holds the lead firmly in place without wobbling, jamming, or falling out.

Another new symbol is the smiling little guy holding our exclusive TUNG STAR" Ball. TUNGSTAR -- for smooth, effortless, skip-free writing--found only in Autopoint ball pens -your assurance of the finest.

SALES CLINIC

(EDITOR'S NOTE: If you have a sales problem or a complaint, send it to the "doctor" at the Sales Clinic. He'll diagnose the case and prescribe just the right treatment. If your problem is accepted for publication, we'll send you 25 free ball point pens with your name on 'em.)

COMPLAINT: "I was pleased to read the helpful information in last month's issue on how to handle a complaint about "stick-pen" leaks. Perhaps you can help with another problem along the same line."

"Now and then, a customer complains of blow-back" trouble with stick-pens. Can anything be done to eliminate this infrequent but, nevertheless, embarrassing situation?"

DIAGNOSIS: A ball point pen must be vented for its ink to flow. The common way to vent a pen is through a hole in the end of the barrel plug. When a "blow-back" occurs, it's through this hole that the ink escapes.

CURE: Here at Autopoint, we've already done something significant to eliminate the "blowback" problem. An improvement has been made in the manufacture of both our #682 and #692 L-O-N-G L-I-N-E-R ball point pens, according to Mel Nelson, Vice President, Manufacturing.

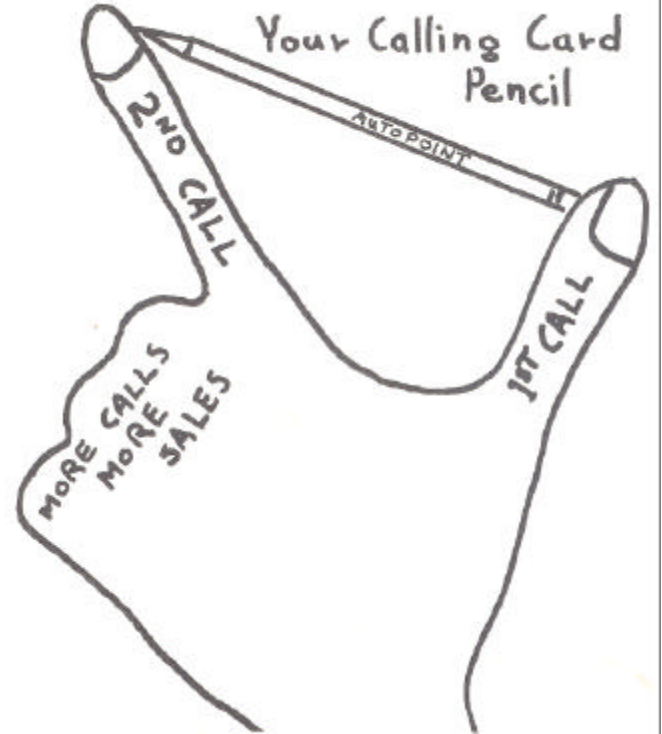
This added safety feature was made possible by eliminating the hole in the end of the barrel plug. Instead, we're now venting the pen at the point end. Three tiny grooves are now being applied in the round, body portion of the point, which fits snugly into the barrel. Here's where the venting now takes place. Result: no more spoilage from "blow-back"...ink can't leave the barrel and become messy.

Remember, when carried in the pocket, all stick pens should have a cap over the point end. Now, with this new method of venting, we have further reduced the possibilities of messy fingers, blotched paper and damaged clothing. A pen may stop writing when there's "blow-back" -- but, now, no ink can leave it, as was formerly possible.

The L-O-N-G L-I-N-E-R-S are available with regular or reproducing inks in a variety of barrel colors, ink colors, and point sizes.

Two of the features which have made these non-refillable, throw-away ball point pens such sensational sellers are their extra-long cartridges and their smooth-writing "Tungstar" ball points.

MAKE USE OF THE OBVIOUS



Always use an Autopoint pencil as your salesman's calling card. It helps insure your call -- because it bridges the gap between your last call and your call back ... and don't forget, if it's good for you, it's equally as good for your customer's salesman!

A pencil is about the least expensive, yet the most reliable insurance any salesman can use. Use it regularly -- for better sales and profits.

Why not present this idea to each customer's sales manager, and remember to keep it in constant use yourself!

QUIZ FOR SALESMEN

Here's a quiz to test your judgment and attitude in several typical sales situations. For some of the questions, there are really no completely right answers because what might be best for one salesman is not necessarily right for another. Salesmen are invited to send us opinions which differ from the answers given and/or to explain what they did and how well it worked in similar "sticky" situations.

The questions are taken from a salesman's aptitude test in a recent issue of "The American Salesman."

1. A salesman is taking over a territory previously handled by a popular but "old fashioned" salesman who has just retired. On the new salesman's first trip through the territory, he should

A. get his customers to reminisce about "Old Joe," build friendships, and not pay too much attention to sales.

B. pull out all stops to show them this is a new deal and a different kind of salesmanship.

C. go easy on selling and give out information on his background.

D. concentrate on selling 1 orders in a business-like manner, trying to play down the fact that he is new.

Answer: A. This allows the salesman to bridge the gap gently, with the chance of some of "Old Joe's" popularity and company image being transferred. The alternatives tend to make the switch abrupt.

2. A salesman with a variety of large and small accounts finds that he is not covering them efficiently. He should

A. analyze the return he receives for time spent on each account; concentrate on those with the largest payout.

B. cut down his attention to the smaller accounts.

C. rank his accounts according to the extent to which they would be retained without attention and concentrate on those which he might lose.

D. rank his accounts according to the extent to which they would be retained without attention and eliminate those which require great attention.

Answer: A again. Right or wrong, this is the current prevailing opinion among most sales managers.

3. A purchasing agent suggests that he could give you knowledge of the bids of your competitors for a small "consideration." You should--

A. report the offer to his superior.

B. try it once to see what it would mean to your company.

C. buy him a drink and laugh off his "temptation."

D. report the offer to your superior.

Answer: D is right. This is a sticky question which most sales managers feel they should handle. The alternatives are risky at best, and may set a dangerous precedent.

4. A salesman finds that the factory is making substitutions on his customers' orders without consulting him. He should

A. call the factory manager and request that this practice cease immediately.

B. write his customers and suggest that they inform him immediately when this happens.

C. report the situation to the sales manager.

D. tell the customers to refuse the substitutions.

Answer: C is preferred. Most sales managers would rather have sticky propositions referred directly to them. One good reason for doing so in this case is that it might help uncover situations which could affect other salesmen adversely.

5. If you were going to be late for an important sales call, what would you do?

A. make a plausible excuse after you arrive.

B. telephone ahead and inform the customer that you will be late.

C. don't worry about it, because few people show up on time for appointments.

D. think up some funny remarks to make in case you are asked about it.

Answer: B always. Calling ahead is basic courtesy.