

OCTOBER, 1961

MEET YOUR AUTOPOINT ASSOCIATES

Message from Kane Senda
(Office Administrator)

As you well know, orders - which are the life blood of any business - start a series of reactions which culminate in customer-satisfaction, commissions and company profits. But additionally (in our particular business) orders also serve the very vital function of "spelling-out" the final steps in our manufacturing process. Thus, it is of prime importance that time and care be spent when initiating orders.



Although time and space will not allow lengthy elaboration on the flow of a specialty order at AUTOPOINT, I believe it would be both helpful and interesting to you if we briefly examine this operation with its functions in the sequence which is peculiar to our business,

1 - All orders begin their processing in the Mail and Statistics Section. Here, the vital data - relative to items, units and salesmen - is gathered and tabulated into a daily report, These statistics serve as a valuable tool, enabling MANAGEMENT to keep "a feel" on the business.

2 - Another critical function is performed in the Credit Department. Since our customers are not confined to a particular trade or industry (but represent all types of business) our credit and credit-checking must be extended to a wide and varied group. Thus, we can point with pride to our low credit and collection expense, while maintaining a liberal policy an extending credit.

3 - The main functions naturally are performed in the Order Department. One unique process is the recording of orders for the "Account-Protection File". This file not only provides an excellent means of control, but also provides a complete history of each customer - giving us, for each order, the "what", "when", and "how much" at a glance!

4 - The editing of orders is a process of careful checking for misspellings, omissions, and minor errors. These "on the spot" corrections conserve an infinite amount of time and correspondence. This art of editing is developed only by a meticulous dedication to detail, and a thorough knowledge of the entire AUTOPOINT Line.

5 - Typing and re-checking are other functions which require careful, letter-for-letter, attention.

6 - Still further steps are taken to provide maximum, accuracy in the mailing of order-acknowledgments to customers and salesmen. These acknowledgments are exact copies of the manufacturing and shipping instructions that are sent to the factory.

These, then, are some of the special processes used in our endless quest for perfection.

The initiation of complete and accurate orders, is the first big step towards our goal.



WELCOME-BACK TO TWO FORMER AUTOPOINTERS

F. R. Doty and Ray Trees are back with us again!

Doty is District Sales Manager in his old territory-Montana, North Dakota, and Wyoming--effective August 22, 1961. Formerly, his Autopoint service was from 1948 until January 1, 1950, as a Specialty Representative--and until April 1, 1960, as a DSM.



Ray Trees is also in his old territory--Texas--as a Specialty Representative, effective August 30, 1961. Ray has plenty of valuable Autopoint experience, since he previously was with us from February 1, 1956, until April 24, 1958.

Welcome back, Doty and Trees -- we're glad you're on our team again.

MORE NEW APPOINTMENTS AND TERRITORIAL RE-ALIGNMENTS GM AUTOPOINT RETAIL CUSTOMERS BETTER SERVICE

Ed Sonnenberg of Chicago, has the State of Indiana added to his territory. Jack Wilson (of Malvern, Penna.) will cover the New England States; and Nate and Georgie Strauss (of Shaker Heights, Ohio) will cover Michigan, Ohio, and West Virginia. Sol Shulman feels that this additional coverage will give the Autopoint customers in these territories even better, faster service than before. and that the territorial realignment will enable Autopoint to handle specific customers requirements more expeditiously.

-o-o-o

AUTOPOINT ACES

Congratulations to Frances Penn for having the highest percentage of shipments in August over August 1960.

In #2 spot was last year's champion - B. B. Dokmo - well on his way to winning another prize for next year's Conference.

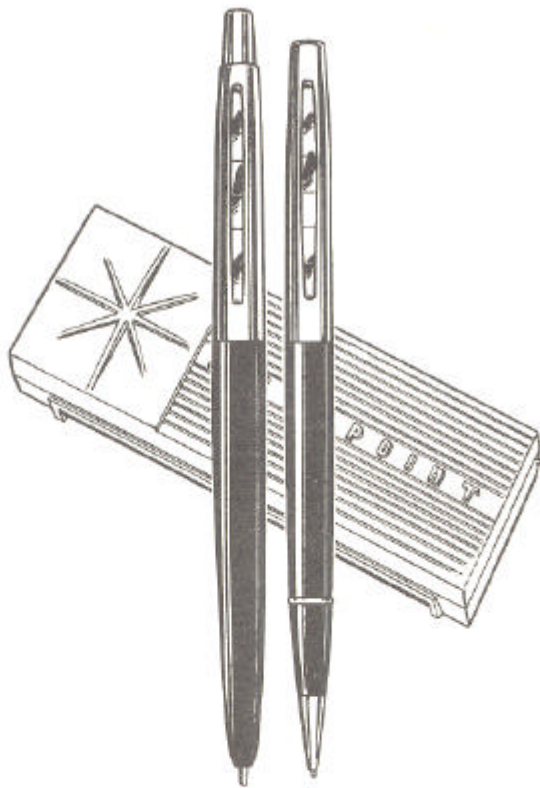
in #3 spot - C. A. Fuerst with 44.70% increase over 1960.

CONGRATULATIONS TOP-NOTCHERS !!!!! Do it again in September!

Fred Harper, Chicago Representative, did it again! He led the order-parade for all the Specialty Reps in the country with the top-notch total of 35 orders for the month of August. Come on, you reps, shoot for that figure and win!

25 #6 AUTOPOINT Pencils - that's the prize every month for the top-notch leader in orders

-o-o-o



Autopoint
jetliner

... matching ball pen and pencil set,
in Starlite presentation case.

retail value \$ **2**⁹⁵

THE JETLINERS!

Nationally advertised by Retailers from
coast-to-coast...and a "Top Value" at \$2.95!

Your selling price, in the luxurious "Starlite
Presentation Case", is only \$1.90--or, \$1.60
in the 2-piece Gift Box...minimum quantities
of 50.

We have just re-designed the insert for the
"Starlite Presentation Case" so that now both
the pen and the pencil fit perfectly without
pinching and without falling out. All
shipments of the "Starlite Case" are now
going out with this new insert. (If you want a
"Starlite Presentation Case" with the new
insert, drop a note to Bess Johnstone--she'll
rush it to you).

The Jetliner is a magnificent set, and a whale of a value. Sell it with assurance! Your customers can
give it with pride!

-o-o-o



OUR VIEW -- by R V U

Here are the territorial standings of shipments for 1961 as of August 31, 1961. (We are not including Al Wilkins in Kentucky and Tennessee, Stan Rindfleisch in Minnesota, or Bob G'Sell in Indiana, because of marketing changes this year).

NEBRASKA -Congratulations to Vic Nielsen, who shows the greatest percentage of increase in shipments for year to date.

MISSOURI - In #2 spot - the District Sales Manager Conference winner last July - B.B. Dokmo, heading the state of Missouri!

MARYLAND - Maryland is well represented in the #3 spot by District Sales Manager Joe Overton and his fine representatives.

NEW YORK - In #4 place is Frances Penn of New York City, who also led the entire country in shipments of personal sales in August.

- | | |
|-----------------------------|-------------------|
| #5 - CHICAGO | - Lew Pollock |
| #6 - PHILADELPHIA | - Cecil Fuerst |
| #7 - ILLINOIS | - Bob Fredrickson |
| #8 - MICHIGAN | - Joe Shaver |
| #9 - OHIO | - Dick Laymon |
| #10- NEW YORK STATE | - Fran Twohey |
| #11- OHIO AND WEST VIRGINIA | - Bill Stocker |

These positions indicate sales momentum and/or percentage-comparison to last year's figures.

-o-o-o

B. B. DOKMO SPARKS "SPICE 'N LITE" SETS!!!!

Last week, B. B. Dokmo, Missouri District Sales Manager, sold five orders in two days for "Spice 'n Lite" Sets. The customers included an insurance company, an electronics company, a motor re-wind company (a new account), an excavating company and a funeral director.

This is a real exclusive item; it fills a real void in our line, giving us direct, three-dollar-bracket distribution into the home.

If you show it - you will sell it!

-o-o-o

JUBILEE NEWS

Bess Johnstone recently received the following memo from Wes Steesy:

" A lady friend of mine ordered a JUBILEE from me in June, to give to a prospective bride as a wedding present. She then told the bride that a JUBILEE was in the offing, and, of course, the latter was completely elated that she was to have a JUBILEE for her wedding. After I got back from the July meeting in Chicago, I had to relay to my customer the news that the JUBILEE had sold out, and that shipments would be resumed after August 20. My customer in turn informed the bride-to-be and of course, she was very, very disappointed. So very disappointed, that she has postponed her wedding!"

"(Now, factory, can't you see to it that my shipment gets off promptly? I don't want us to be responsible for anything tragic on this wedding)."

" Also, at my last two College Class monthly luncheons at the Army-Navy Country Club, my JUBILEE sample has been filled with Martini, not coffee - and some sales have resulted. I tell people about this utilization, and recently told a lady friend of it, Her reaction was, 'I've never had a hot martini. Tell me, Wes, how long do you percolate them?' My reply, 'Heavens, Sarah, never perc a martini. Just bring it up to a low simmer!"

Incidentally, we want to give our hearty congratulations to Lew Pollock, whose JUBILEE sales to date have been sensational!

Thousands have been sold, and we have only a "few" left. So... Hurry! Hurry! Hurry!

-o-o-o-

MEMORAMA - MEMORAMA - MEMORAMA - IT'S A TROUBLE SAVER! -- IT'S A TIME SAVER,
IT'S A MONEY SAVER!

Hardly a day goes by when there isn't some item in the newspaper - either in the General News section or the Financial pages - about the Internal Revenue Service clamping-down on business expenditures. We know of a number of cases where salesmen's expenditures have been disallowed because the salesmen did not have records of their expenses. There's no question but that this year Uncle Sam means to get every penny he can to meet the demands of our current world situation.

Time after time, the Internal Revenue Service has issued warnings (and the inspectors have personally informed businessmen) that permanent records the kind supplied by our Memorama, must be produced when Income Tax Returns are examined.

In the Memorama - we have the ideal solution! The Internal Revenue Service will accept the notes entered and kept in these booklets. When produced, these notes can save a man money. For this reason, the Memorama becomes more useful and more wanted than ever. Our current Memorama is the answer to many a need. We urge you to get busy on this excellent item. There's ready business waiting for you and, our prices are the lowest in the field. Comparable booklets - not as well organized and not as complete, sell for many times our low prices. It is imperative that you show this item on all of your calls. It is even more imperative that we get your orders at the home-office as quickly as possible. As you know, we have a "two-free-with-25 offer" and we hope you'll take advantage of it. It's for your good as well as your customer's!

-o-o-o-

MORE DRAMATIC PRESENTATION FOR OUR BALL-POINT CARTRIDGES

At the National District Sales Manager's Conference recently, we briefly discussed the fact that we were in the process of making new envelopes as well as Gift Cards for packaging our ball-point pen cartridges.

Many of you have already received samples of both. The envelopes will be put into use as soon as the supply of our presently-used envelope is exhausted.

The two kinds of envelopes are almost identical in design, but naturally each envelope has specific copy that applies to its intended contents. The most distinguishing difference in the envelopes is the fact that the color positions on the TC envelope are reversed on the envelope that is to hold the Stainless-Steel ball cartridge. This reversing of the colors was done to give the envelopes coordination in appearance while still maintaining a visual difference...since the same Brown and Blue are used on both envelopes, we have achieved our purpose as economically as possible, too.

The Cartridge Gift Cards (we're calling them "Refill-A-Cards") are a versatile advertising and selling medium. There is a space for writing a personal message, for attaching a personal business card, and, of course, a space for attaching a cellophane-wrapped cartridge. These will be represented in our new catalog and we expect their use to stimulate the sales of our pens as well as our cartridges.

-o-o-o

IDEA!

Dig out that sample of the #612 Pen set. Dust it off. Now, insert the beautiful new "Lancer" Pen (#826 or #826G)--and see what a gorgeous "new" desk item we have. It's smart and distinctive--and, we'll bet you a drink, that you can sell it. Prices? Ridiculously low:

<u>25</u>	<u>50</u>	<u>100</u>	<u>25</u> <u>0</u>	<u>500</u>	<u>1000</u>	<u>2500</u>
1.25	1.20	1.17	1.	1.13	1.11	1.09

Prices include 1 to 4 lines of copy on base...(not on pen).
Show it and sell it! (Write orders for the #612/826 or #612/826G).

-o-o-o

HOW TO GET A COMMITMENT WHEN YOU CAN'T GET AN ORDER

To an alert salesman, the next best thing to a signed order is an honest mental commitment from the prospect that he will buy as soon as whatever is holding him back is cleared away. How does a salesman go about getting this deep commitment? Here are some methods suggested by a line-up of experts.

Build up his desire-- by citing case histories of other people in the same field who are satisfied users of the product or service.

Create a sense of obligation--by giving him some kind of pre-sale service; for example, getting a specialist from your company to lay out a program for him.

Get him to "rehearse ownership"--by letting him "try out" the product or service or by visiting an account who is currently using it.

Push his mental processes--by establishing an eventual deadline when he must either accept or turn down your offer.

Ask for the commitment--If there's to be a long period of time before the sale is made, keep him periodically reminded of the benefits he'll receive on conditions that may make it possible for him to buy sooner.

-o-o-o

THE SCIENCE OF MAKING YOUR COMMISSIONS

There's the story of a young salesman and a gray-whiskered owner of a general store in the Pacific Northwest...

The old man asked the inexperienced salesman, "What's new?" The question hadn't come up in the sales training course, and the young man was nonplused. The salesman stammered and finally said something about the World Series. "I'm not talking about that sort of thing," said the store-keeper, But then, softening, he went on:

"Excuse me, young fellow, you haven't been here before, have you? I didn't notice that you were a new one, so I thought you'd know what I meant. I've got a rule. All the salesmen who call on me know it. The rule is: "that if you give me an idea that I can use in my business, I give you an order you can use in your business." The idea can be on your products, or on something that has no connection with your products. I don't care. But I don't give orders; I swap orders for ideas."

The green salesman was stymied. He later reported to his manager: "I couldn't have dug-up an idea if my life depended on it."

He didn't get the order.

Where do the scientific aspects of selling come in? In many places. In scientifically combing a territory and carefully analyzing its industries, for example; and in knowing the technical qualifications of your product and gearing them to the special needs of the customers. The professional aspects? This comes in rising above--far above--the sharp, the hum-drum, or the fleeting ways of the peddler, drummer, and pitchman and "cut pricer". It comes in dealing with sound merchandise, in providing faithful service, in intelligently filling a real customer need, in conducting a wholly honorable and honest business relationship. It comes, in other words, in selling, in the best sense of that word.

GOING AROUND IN CIRCLES

Salesmen, just like other human beings, tend to follow the path of least resistance. Evidence of the truth of this statement is the existence of "circular selling." Circular selling is a misnomer...perhaps, for very little real selling is involved. All the salesman does is call on the old tried and true accounts, skimming the cream off the surface, and leaving the rich, unprospected territory virtually untapped.

Circular selling hurts both the salesman and his company. No salesman can exist for long calling on the same people month after month, No company can exist for long if its sales force relies too heavily on established accounts, It has been estimated that less than 45 percent of the buyers a salesman contacts will be in the same job a year later. Many of the accounts involved will be lost when the man leaves. Thus, it is essential that new accounts are constantly developed.

To survive as a salesman you've got to cope with the problem of customer "erosion", a term coined by Earle Ludgin, president of the Earle Ludgin & Company. "I suggest to you," Mr. Ludgin says, "that the whole American economy is built on the very process of changing customers. American manufacturers have devoted themselves to producing better products; and through advertising and promotion, switching customers from what they have been using to the new product. Change is normal. Loyalty is not."

Any salesman depending on loyalty from his customers, any salesman who practices circular selling these days, is a little like the dog chasing its own tail--he does a lot of running around but doesn't get very far.

-o-o-o

Here's A NEW LEAD GETTER!

The first of the year is a time when leads are especially handy, and this is the time when we're going to send out a little device we call an "Account Re-Activator Card" to ALL our accounts.

Part of this mailing piece is a return-postage-paid post card. We're promising EVERY ACCOUNT IN OUR FILES, an Autopoint Pencil if they'll return the card giving us their correct address and the name of their P. A.

Of course, many of these accounts will be yours.

We feel that this postcard will accomplish these things for us and for you:

1. It will revive "dormant" accounts that have not bought from us in several years.
2. It will promote sales with all accounts.
3. It will make doubly sure that all account-addresses in our files are correct, and it will give us the "new" addresses of any accounts which have moved.
4. It will give us the names of current Purchasing Agents that you can call on. (This person's interest is already firmly established by the fact that he has returned this card to us.)
5. It will FURNISH LEADS MOR YOU that are pre-qualified!
6. It will FURNISH LEADS FOR YOU that are direct-request contacts!

Immediately, when the cards have been processed here in the office, they'll be sent to you WITH THE FREE PENCILS TO BE DELIVERED TO YOUR PROSPECTS OR CUSTOMERS.

Make sure you take full advantage of this situation that is TAILOR-MADE FOR SELLING!

-0-0-0-

A GOOD SUGGESTION

Have you ever tried to buy a single article of clothing, say a sports shirt, from a well-run retail clothing store? It isn't easy. Chances are very good that you'll walk out of the place with at least some new tee shirts or a pair of matching socks in addition to the original purchase.

Why does this happen so frequently? Well, the retail salespeople have a term for it--" suggestion selling." They actively seek to sell you items related to the thing you came in to buy. If you buy a suit, for example, they'll try their best to sell You a matching tie, socks, perhaps even shoes. And the chances are good that you'll buy the necessary accessories at their suggestion. And you won't be sorry, either. In fact, you'll be glad they gave you the idea.

Most salesmen sell a line of related goods or services just as a retail clothing salesman does. But there is probably a lot less "suggestion selling" being done by the direct salesman, the industrial salesman, and the dealer and distributor salesman. Judging by your own experience as a customer in retail stores, wouldn't you say these salesmen are missing a good chance to boost their sales? Why don't you try a little "suggestion selling" on your next customer? He'll probably thank you for it.