

SEPT.-OCT., 1962

NATIONAL ORDER LEADERS

Jan. 1--July 31, 1962

1 Ed Feig	Chicago
2 Frank R. Lewis.....	Missoula
3 R. L. Johnson.....	Chicago
4 Merritt M. Bacon.....	Antigo
5 Harold Oyaas.....	Kirkwood
6 Ed Roach	Havana
7 Charles Ballew.....	Jefferson City
8 Guido Meneghini	Carnegie
9 A. H. Ahlberg	Minneapolis
10 H. T. Alcott	North Syracuse

Merritt M. Bacon merited the fourth position, and continues his steady, productive selling.

Newcomer Harold Oyaas, who was also close in the New Account Contest, held fifth position.

Our hats are off to the above producers who were the top 15 order representatives, as of July 31, for the country!

There is an old adage which certainly is true here: "get the orders, and the volume will take care of itself." Ed Feig is first in orders and first in volume!

CONGRATULATIONS to Ed Feig who led the entire country on number of orders as of the end of July, with 182!

The "Montana Man," recent New Account Champion Frank R. Lewis, was in second place with 121 orders.

R. L. Johnson, our top-notch Chicago representative, is still barreling them in and wound up in third position.

AUGUST

New account leaders in August were:

Frank Lewis, Montana, with 18; Dom Marisie, Chicago, with 9; Perkins, Nebraska, with 9; Alcott, Syracuse, with 7; J. Chellew, Cincinnati, with 7; and W. C. Bennett, Birmingham, with 7.

New accounts are the life-blood of your business.

The "BIG A"

CHRISTMAS is "just around the corner." This year, our fine selection of top-notch business gifts is better than ever. There are gifts in every price range from a few pennies to several dollars-gifts to please the most discriminating business executive and, gifts that are guaranteed to give long-lasting satisfaction. From pocket items to desk items to home items-Autopoint has "just the gift" for everyone. So, Salesmen, when your customer asks: "whatcha got for Christmas ?" look first to the "Big A"-Autopoint. It's your assurance of customer satisfaction!

premium accounts with and to manufacturer's representatives.

Prior to Northern Electric Co., Bob was Product and Sales Manager for the Chaseline Division of Chase Bag Co. It was in this capacity that Bob first became involved in the Advertising Specialty Industry. Chase had been marketing their products through department stores, variety stores, supermarkets, etc., and Bob saw the huge potential in the Specialty or Premium Field. He successfully organized this division and became well acquainted with the industry and many of the Advertising Specialty Jobbers throughout the country.

Mr. Newell's experience also includes a tenure as General Sales Manager for Seal Sac, Inc., a closet accessory manufacturer with major distribution through department stores and wholesalers.

RESOURCEFUL

Bob's resourcefulness was evident even while attending school. During college, he earned his tuition and board by lecturing on sight-seeing buses, conducted all-expense rail tours to all parts of the country, sold clothing for Richman Brothers, and was an investigator for the Retail Credit Corporation . . . a mighty busy and determined guy, who was *bound* to succeed.

We're glad to have Bob Newell with us. We know that this is going to be a pleasant relationship, and we know that we'll enjoy working together. Welcome, Bob, good to have you aboard!

Know your Autopoint Associates

A message about BOB NEWELL, new General Sales Manager

"AUTOGRAPHS" ROLLS OUT the red carpet and extends a warm and hearty welcome to Bob Newell, our new General Sales Manager.

Those of you at the plant who were wondering "who that guy was who was moseying around " will be surprised to learn that

that was Bob. He literally started from the ground

up and learned at first hand "how we make our products," and "why they are so respected by our customers."

Bob Newell is a remarkable fellow. He's 43, has

the Marine Corps Reserve with the rank of Major. In addition to many graduate marketing courses, Bob holds a law degree from Marquette University Law School.

EXPERIENCED

Bob comes to Autopoint from Northern Electric Co., where he was Director of Marketing. His principal responsibility at Northern was the organization of a marketing program in the incentive merchandising field. This included sales to premium users, stamp programs, and premium jobbers. He not only organized this important phase of Northern's business, but personally solicited and sold numerous national



Bob Newell

a charming wife, Margaret, and eight lovely children. The Newells reside in Park Ridge, Illinois. After enlisting in the Marine Corps as a Private in 1942, he was discharged in 1946 with the rank of Captain. He is now retired from

Timely gift

IN A RECENT letter to President Shulman, District Sales Manager Joe Shaver said: "Thanks, it's a beauty!" Joe was talking about the Louvic 17-jewel, Incabloc two-way watch he received from the Company for winning the special District Sales Manager honors in the recent new-account contest.

The watch has two faces, one with a sweep second hand for daytime or sports wear . . . then, flip it over, and the other side has a "jeweled" face for evening wear! The most remarkable watch ever seen! *Joe personally solicited and landed 69 new accounts in a three-month period.* The watch "will be worn with pride and will, of course, be shown to the customers who helped me in the new-account contest," says Joe.

SALES CLINIC

COMPLAINT:

In handling the Starlite Presentation Case, I've noticed that the lid sometimes snaps and breaks off. Am I too clumsy, or is this the fault of the package?

DIAGNOSIS:

The present Starlite Presentation Case must indeed be handled gingerly. You are not the only one who has encountered this problem.

CURE:

The Starlite Presentation Case presently in use is made of regular polystyrene, and this plastic, in its molded form, is rather brittle. Hence, it will withstand very little abuse.

A solution to this problem is already "in the works." We expect to have the new Starlite Presentation Case ready for distribution in October. The new case will be made of *high-impact polystyrene*, and will be substantially stronger than the old one. The outside of the new case will be identical to the present case, but there will be two important improvements on the interior of the new case: (1) it will have two elastic bands as well as the present cradles to hold the writing instruments in place, and (2) the insert will be a gorgeous champagne silk-a neutral background to set-off and flatter *all* of the brilliant colors in which our Jetliner is available.



The new Starlite Presentation Case

Magnetic pens "pull in" customers

THE NOVEL AND EXCLUSIVE Autopoint magnetic pens are finding exceptional customer acceptance, according to



Novel display and sales card being used successfully by Salesmen in demonstrating and selling magnetic pens.

preliminary reports from Salesmen across the nation.

"We've got a really hot item here," commented one Salesman when he sent in his third sizable order for magnetic plunger pens in as many days.

AVAILABLE NOW

The lifetime Alnico-5 magnet plunger is available on all retractable Autopoint ball pens except the #500 series and the #620 Jetliner. A mere 300 is added to the unit price of any pen equipped with the magnetic plunger.

The unique magnetic plunger instantly distinguishes between ferrous (containing iron or steel) and nonferrous metals. The Alnico-5 magnet has a higher external energy and residual induction than any other magnet material known today.

Principal sales activity to date has been to metal working industries, but actually, the magnetic pens can be used by anyone looking for something "different."

Despite the fact that a promotion

"No sale!"

MOST SALESMEN, according to an article in "The American Salesman" magazine, hate to talk about their own failures or even admit failure to themselves. But only by doing so can a good salesman learn why a sale is lost, and *learn* from the experience.

There are three main avenues for lost-sale analysis:

1. Get the prospect's explanation as to why he didn't buy. The best way to do this is to ask the buyer where you made your mistake, and without delay. If you act fast enough and effectively enough, the fact can often be pulled from the fire, and a "no sale" can become an order.

2. Analyze what was said and done in the course of the presentation. Try to understand the psychological side of the sale. Alone, or in consultation with an associate, or with your sales manager, a "recap" can frequently uncover mistakes.

3. Go over the record. Call Reports, the past history of the account's activity, can help pinpoint weaknesses and reduce the percentage of lost sales.

Autopoint Company sales organization members 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



The unusual magnetic plungers are available on all retractable Autopoint ball pens except the #500 series and the #620 Jetliner.

campaign is just now picking up steam for the new magnetic pens, a number of sizable orders has already resulted. Lew Pollock and Frances Penn were among the first to land some big ones. Gerry Walters tried to interest a big customer in Christmas merchandise and after a quick, off-hand demonstration of the efficiency and power of the Alnico-5 on an Autopoint Pen, the customer ordered 300 without even asking the price!

Impressive catalogue sheets have been prepared. Over 850 publications have received press releases and photos. In addition, a large special mailing has gone out to metal working manufacturers and scrap metal dealers.

Old story: Salesman "buries" prospects

SAM IS HOUND of rather shaggy habits. Instead of gnawing a bone when it is fresh and juicy, he buries it. Then he promptly forgets where. Even when Sam does happen upon the grave of some long-forgotten morsel, it is usually old, dry, and quite unappetizing.



But Sharpie, the dog next door, is a horse of another color. He keeps an eagle eye out for any sign that Sam is about to entomb another succulent scrap. Then--after the burial--Sharpie tiptoes into Sam's yard, unearths the fresh tidbit, and wolfs it down.

A MORAL

There's a moral in this shaggy-dog story. Salesmen, too, hounded by a hectic selling pace, are forever burying perfectly good prospects and customers, saving them for "some other day." Sometimes they forget about these people entirely. And even when

New ad agency

PRESIDENT Sol Shulman has announced the appointment of Robert Haas Advertising, Inc., Chicago, as the advertising agency for the Autopoint Company.

The Haas Agency was selected after several months of screening and interviewing a number of well-known Chicago advertising agencies. The selection of Robert Haas was based on its experienced personnel who are experts in research, planning, marketing, art, copy, and media. In addition to the experience enjoyed by Haas in all of these vital fields, their record of accomplishments on behalf of their clients is most impressive.

Haas' personnel are already working closely with Autopoint executives in an effort to "break" our first consumer advertising in various publications this fall. You'll be seeing Autopoint advertising shortly and *Auto-graphs* will be calling this to your attention in the months ahead.

they do call after a long period of neglect, their visits set few tails a-wagging. Often they find that some sharpie salesman has been digging in their territory, plucking the juiciest prospects right from under their noses.

Be quick to grab any opportunity to see new prospects or to make contact with old customers. Neglect any chance to make a sale, or at least to get your paw in the door, and you invite another salesman in. Ignore any opportunity to develop your territory' and some other doggone salesman will trot off with the order.

READING FOR PROFIT

HOW OFTEN, at social gatherings, do you say or hear others say, "I was just reading something about that the other day"? It happens often. Something you read comes in handy, gives you an air of authority, makes you seem well informed and "in touch" with the news and topics of the day. Time after time, you probably find that the reading you do serves you very well in your daily living.

Reading serves you well in selling' too-especially if you engage in selective reading. You do well to read publications that provide you with more than just "ice-breakers." Knowledge of what others are doing in your business and in your customers' businesses is vital to a successful selling effort. Trade journals, company publications, technical books, and sales manuals are just a few of the places such information can be found. Knowledge of business conditions and personalities is useful to you, too. The business sections of newspapers and news magazines help here, and there are some excellent publications aimed specifically at businessmen (*The Wall Street Journal, Forbes, Business Week, and Fortune, to name just a few*).

The more you know about the trends, techniques, events, products, and people that touch on the lives of your prospects and customers, the more valuable you will be to them--and the more loyal they will be to you and to Autopoint. Your responsibility - and thus your value--to your customers can stretch far beyond your limited role as conveyor of information about Autopoint's products and services. And careful selective reading can make that stretch a lot easier.



Kit lets customers SEE the important differences in the top quality Autopoint pencils.

Use sales aids for bigger orders

REMEMBER the attractive, interest-grabbing kit we distributed to Salesmen about a year ago? The "Sales Magnifier Package" was a clear plastic case enclosing an Autopoint pencil with about half of its tip sliced away. Also included was a magnifying glass-so prospective customers could get a detailed view of the "Grip-Tite" Tip, the precision Spiral Guide Tube, the perfect lead/plunger alignment, etc.

Salesman Jerry Powell used a cutaway pen barrel when a prospect asked how the metal tip was attached. Result of the demonstration: Jerry landed a nice-sized order.

Additional kits are still available to anyone in our sales organization who wants one for demonstration purposes. Catherine Lahlum handles the supply of these sales-makers.

How much is a customer worth?

JUST HOW MUCH is a customer worth to a company like Autopoint? The Better Business Bureau pegs the figure at \$363. The Bureau arrived at this amount after running a survey of businesses in 100 U.S. cities.

The low worth per customer was figured at about \$125--and the high worth per customer at about \$900. The amounts vary greatly due to differences in locale and kind of business.

The Better Business Bureau found the average cost of obtaining a customer was about \$30.

This is the kind of information a salesman can use to help customers realize how important an Autopoint pen, pencil or desk item can be. One or more of these products keeps their company name in front of *their* customers, and helps to "bridge the gap" between the first call and the closing of an order.

Facts help make SALES

KNOWLEDGE IS POWER. Be conversant with things that are happening around you that will help you influence the sale.

Did you know that sales call costs are zooming? The average industrial sales call now costs \$30.35, according to a McGraw-Hill survey of 256 companies in a variety

of industries. That's 36 percent higher than the 1958 average of \$22.33, and almost three times as high as the 1945 average of \$10.72.

Knowing the above facts, it is easy to go into the "insurance sale" for pens and pencils. Here's how! If the average industrial sales call costs \$30.35, what is the manufacturer doing to *insure* that call after his salesman has made it? It is good business to insure it. The \$30.35 is already spent. Why not invest a reasonable amount more by the use of an Autopoint Pencil to insure the call and to keep the prospective buyer conscious of the salesman's presentation. *Sell insurance* with advertising specialties and reduce the cost of the call.

DID YOU KNOW:

A premium is related to sales, and by definition has important strings attached. The advertising specialty, on the other hand, cannot have strings attached. It is a piece of merchandise given freely,

without condition, and usually bearing an advertising imprint. It is, in short, an *advertising medium*, whereas the premium is a *merchandising device*.

DID YOU KNOW:

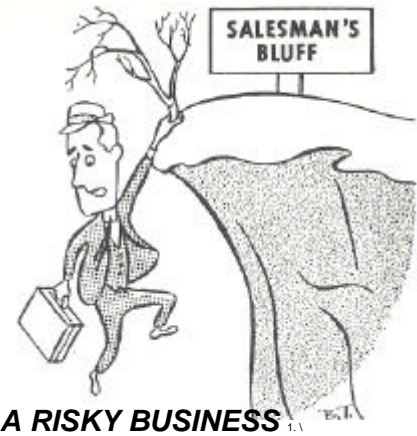
Autopoint sold more pencils last year than ever before? The best pencil keeps selling better, and better, and better.

DID YOU KNOW:

Our Auditor's Point Long Liner (#682) writes over 13,600 feet, as against our #692 (medium point) which writes 7,030 feet? Yet both contain the same volume of ink.

DID YOU KNOW:

We have a *natural* for 50th Anniversaries? Our #6 Pencil can be sold with a GOLD-PLATED clip, tip AND ferrule for only 50 plus the unit price of the pencil? The customary discounts, applicable to non-paper Refill Items apply! This additional feature is available on *all* our ferrule pencils!



A RISKY BUSINESS

Salesman's bluff a risky business

A SALESMAN has been described as "a conveyer of commercial information." Although this is undoubtedly an oversimplification, certainly one of the main tasks of personal selling is to give prospective buyers information and knowledge that cannot easily be imparted in any other way.

Implicit in this duty is a responsibility to present accurate, complete, and *honest* information. It is a moral responsibility, if you will, and one that should never be taken lightly. It means that if you don't know an answer, you have to swallow your pride and admit you don't know it. For not only is the prospect's well-being jeopardized when a salesman pretends knowledge he doesn't have, but the salesman's company and all salesmen everywhere are made suspect as well. Every dishonest act committed by a salesman makes it just a little bit tougher for the honest salesman to make a living.

Perhaps the most important reason of all for being scrupulously honest in selling is a selfish one. Although a lie or a bluff might get you the sale, it is much more likely to get you into trouble. Once a customer doubts your word, he will probably quit buying from you. So although tampering a bit with the truth might get you the sale, it can also lose countless future sales. The odds just aren't worth the gamble.

approval is essential before the sale is completed. Failure to contact these persons can result in lost sales.

In such a situation, use every means to learn the real buyer and see him. Suggest to the person on whom you call that you would be pleased to explain your Autopoint proposal to any others concerned. You may have to use real strategy to locate this actual buyer. Be prepared with ideas to find and sell him.

In any organization there are people who may not be directly concerned with the purchase of what you sell, but their

Six ways to win a customer

A CLOSE, LONG-LASTING buyer-seller relationship is impossible unless the buyer has confidence in the salesman, his product and his company. This confidence can be built by a careful mixture of the following ingredients:

1. **INDIVIDUALITY:** The prospect must feel that he is unique among all the men you call on, that your relationship with him is different from all others.

2. **CHALLENGES:** The prospect wants to see himself as a logical and objective analyst of his buying alternatives. Although you must convince him of your unshakable belief in your products, it must be done without seeming to cut away his freedom of choice.

3. **CURIOSITY:** Hold out interesting bait in the form of ideas; give him a chance to ask questions which, in turn, will build up his own feeling of security. In brief, let him sell himself.

4. **EMPATHY:** Put on the buyer's boots and try to identify with him. Learn his attitudes, interests and motivations.

5. **AMBIGUITY:** By leaving out a little piece of information, you give the prospect something to think about, and create a desire to learn more about your product.

6. **NONDIRECTION:** When he indicates he's ready to get down to busi-

ness, perhaps by a shift in posture or a vocal change, exercise caution; resist for a moment, the temptation to push all the way. Let the prospect think he's running the show.

(EDITOR'S NOTE: All good suggestions. But, we suggest you proceed with caution in using Point Number 5. A little "ambiguity" can go a long way and you want to be sure that you've covered all the major advantages of your Autopoint products and services.)

HIDDEN PERSUADERS

A RECENT survey showed that in one large company there were 97 executives who exerted some degree of influence on purchases. However, only 30 of these saw salesmen on a regular basis. This means that 67 men who influence the buying decisions of the company were seldom, if ever, called on by salesmen.

"Anti-goof" suggestions

SALES SERVICE Supervisor Catherine Lahlum has some suggestions designed to help the Salesmen avoid errors and delays in order handling. Salesmen will help themselves, their customers and their fellow Autopointers in the factory and in the office if these suggestions are followed to a "tee"

Once in awhile, a Salesman complains that he hasn't received his commission on an order although the goods were delivered to his customer quite some time ago. Recently, one of our Salesmen was especially upset when this happened because he had written the order himself and the account was a new one.

When a situation like the above occurs, here's what usually has happened: A search of our files quickly reveals that the Salesman sent-in the order without signing his name (or, in some cases, a Salesman "signs" the order with his first name only, or with his initials). When the account is a new one, we have no record in our files of "protection" and, therefore, must wait until the Salesman who sold the account identifies himself so that we know to whom the commission rightfully belongs.

A Salesman should always sign his order with the first *and* last name (or with initials and last name) so that there can be no question as to who

Bob Fredrickson finds pay dirt in newspaper promotion

DISTRICT Sales Manager Bob Fredrickson (who services customers in Wisconsin, Illinois and Iowa) is doing a



booming business in selling Auto point Pens and Pencils to news paper accounts which, in turn' use the pens and pencils as incentive prizes in a variety of sub-

Bob Fredrickson scription promo-

tions. The Jetliner set, d'Largo and the #6 Pencil are the most popular.

Some of these gifts are used as customer incentives for a "new start" in "back to school" promotions. Others are offered as prizes to newspaper carriers for getting new business.

It's proof again that potential Autopoint sales can be anywhere, and that what might appear to be just a "so-so" prospect might, in reality, become a BIG Autopoint customer . . . and you never know what newspaper boy is going to become a purchasing agent!

the sender is. We like to pay commissions as quickly as possible and do so when we have the needed information.

SUPPLIES

Every now and then a Salesman reports that he ordered supplies "several weeks ago" but that he still hasn't received them. "Why not?" he wants to know.

The most common *reason is* that these orders for supplies are not always correctly forwarded to us by the Salesman. For example, one Salesman requested supplies on the back of an order. Another Salesman scribbled his request for supplies in the margin of a letter concerning something other than supplies.

Supply requests must be handled on individual request forms or on interoffice memo sheets-both of which are furnished to all Salesmen. When supply requests are sent in any other way (on the back of an order, or in the margin of a letter), the sending of the supplies might be held up indefinitely, or the request simply never noticed.

DOUBLE TROUBLE

Here's an almost certain way to raise the dander of a customer, a Salesmen, and our office personnel-all in one fell swoop. A customer is sent double what he ordered, and is also billed twice. The Salesman who sold the order also receives a commission for twice the amount he sold.

Here's how such a snafu can and does sometimes happen: The Salesman took [he order from the customer and sent it in. A day or two later, the customer sends us a confirmation of the same order. The Salesman neglected to mark

his order "customer confirmation to follow," and the customer didn't (and can't be expected to) tell us that what he is sending is merely a confirmation of the order.

If a Salesman knows his customer's purchasing routine calls for confirming all orders, a Salesman should mark his order "customer's confirmation to follow." If the Salesman doesn't know whether or not the customer confirms all purchase orders, he should ask.

(The Autographs Editor always welcomes any suggestion which can improve our general operation or sales. How 'bout you sending one?)



BEHIND THE SCENE: Pictured above is the complicated set-up used recently to obtain those beautiful photos of the d'Largo pen for our catalog. In addition to the high-speed portrait camera, there were 14 highly complicated lighting devices-all scientifically placed in exact positions to bring out the physical details and highlights of the d'Largo. The pens are photographed on glass-with numerous screens, filters, meters and various backgrounds utilized to get the maximum effect. Seem complicated? You bet, and, costly too, but we learned a long time ago that the "best" products deserve the "best" visual presentation. It's another reason why our catalog is hailed as the "finest in the industry."

Salesmen can earn a suitcase of Christmas delicacies

HANDSOME suitcases-chock full of gourmet delicacies from six European nations, are ready for all Specialty Representatives.

Coupon folders, each with 11 coupons, are being sent to the "Reps." With every order a Rep sends-in, he simply includes one coupon, starting with No. 1. When he has sent his 11th coupon (with his 11th order), we'll put a shipping label on one of the foodpacked suitcases and send it on its way -in plenty of time for holiday festivities. Every Salesman should be a winner. Only Autopoint orders for Autopoint Merchandise can apply. And, in order to assure delivery of each suitcase by Christmas, the 11th (final) coupon must be "in" by December 3.



Easy-to-win Christmas bonus.



PHOTO OF THE MONTH: Here are the able and experienced members of our Molding Department. Left to right are: Jakob Mandel, Richard Mullin, Eugene Dudzinski, Chester Kilpatrick and Harold Bosman.

Auto-Pointers

AUTO-POINTERS on the move . . . Seems like everybody was on the move this summer ... traveling, sightseeing, dining in spectacular places, enjoying sports, or just "having a ball."

Edla Johnson and Estelle Iwinski traveled to Seattle and the World's Fair. We still don't know whether they ever got up the Space Needle, but both gals claim the Monorail ride was thrilling and the fair was "fabulous." **Edna and Clara Pramshafer** enjoyed some of the good 'ole Southern-fried chicken during their vacation in Tennessee.

Joe Cada, our Chief Engineer, took his family for an automobile trip of about 5,000 miles to the West Coast, then up to the Fair in Seattle, and back. In addition to all the usual tourist sights, Joe had an opportunity to "check-in" with several of our suppliers in that part of the country.

Elmer Johnson, Machine Department Foreman, went fishin' up in Minnesota (where else?), where he made good use of that fishin' tackle his buddies gave him on his 40th anniversary with the Company. Catch

Sales tip

CLOICE WILLIAMS uses a neat trick to help sell-a trick which also saves valuable time for him and his customers.

He attaches a small gummed label to any Autopoint item which does not have a price imprinted on it. Thus, when a customer asks for a price, Cloise simply notes the label and can then quote the minimum price, and often the next bracket price, as well. It saves time for both the Salesman and the customer because there's no need to leaf-through the price list when price is all that is wanted at the time.

Of course, using this technique, one must be very careful that any price changes, exceptions, etc., are always and promptly noted on the labels.

anything, Elmer?

Not to be outdone, **Larry Kasper** and his charming wife left for Minnesota for two weeks on August 31. We'll lay odds that they had their golf clubs with them in addition to their fishing gear. Both Larry and his wife are "par" shooters.

Agda Sternloff of our Assembly Department is in Kenosha, Wisconsin, where she was operated on recently. Progressing nicely, we hear, and we hope she's back on the job by the time this issue goes to press.

Teresa Bange, also of our assembly Department, is visiting her mother, who is ill in Germany. Get well, Mama, we miss Teresa.

Jim Martin, our new Foreman, acted as a guide and one-man Chamber of Commerce during his vacation. He showed his young nephew, visiting from St. Louis, around the city. Jim claims he saw and learned more about Chicago these past few weeks than ever before. (You shouldn't have visited all those night spots on Rush St. with a youngster, though, Jim.)

Congrats to **Dolores Wesley** who became a bride on June 30.

That big smile on **Fran Duenser's** face is because he's a proud grandpa. His daughter recently gave birth to a bouncing baby boy. Congratulations to mother, father, and grand-pop!

All of **Marguerite Aalman Jacques'** friends wish her a speedy recovery from her recent illness. Everyone in the Clip Department misses Marguerite and wishes she'd come back to work soon.

We're mighty happy to report that **Elizabeth Liska** is home and recovering nicely from her recent operation. Not only does everyone in the office miss Liz, but all the travel agencies have been bombarding us with phone calls. They have new exotic, exciting, far-away trips planned for Elizabeth and they want her business. When one of these agencies was informed that Elizabeth has "already visited all of the countries" they reported that they "have just 'discovered' a couple of new ones."

Buying tips for customers increase sales

ALL EXPERIENCED Autopoint Salesmen are familiar with the customers who ran out of erasers just last week, used the last of their memo paper this week, will probably run out of leads in a month or so, and who probably don't have enough ball point cartridges to last out the year.

Situations like the above may indicate poor inventory control on the part of those customers-but, a good Salesman certainly wouldn't mention *that* fact. Instead, this type of situation can be a ready-made *sales tool!*

The alert Salesman can suggest that the customer: (1) review his supply of all Autopoint Refill Items at the time of the sales call and (2) keep a record of his yearly Refill-consumption and then, in the following years, he'll know in advance what he requires. In this way, a Blanket Order can be placed allowing the customer the convenience of withdrawing at will.

Joe Shaver always makes it a point to sell extra leads and erasers with every pencil order. He also sells extra ball pen refills with every pen order. This not only keeps the customer supplied; it adds up to a lot of additional business-and commissions for Joe.

The above procedures can not only help a customer maintain an adequate inventory, they can also save him money. Buying bulk leads and erasers, for example, is less expensive than purchasing tubes. Remind the customer that it's the total number of all items ordered that determines the quantity discount for each item ordered. Example: 500 tubes of lead and 500 tubes of erasers are billed at the 1,000-unit discount price. Bulk buying makes good sense-for the customer, for the Salesman, and for Autopoint.

Extra plus

HAVE YOU ever noticed that you seldom (if ever) have any trouble with the metal tips coming off of an Autopoint Pen or Pencil? Did you wonder "why" when this is a common complaint with competitive products? An "autopsy" on an Autopoint Pen or Pencil reveals the secret.

Molded into the barrel is a little shoulder, and our metal tips are curled over this shoulder. As a result, the tip is permanently fastened and cannot come off! Sounds simple and easy doesn't it? just another proof that quality comes first with the "BIG A."