

- Are you "what the doctor ordered" to him?
- Are you a bigger profit?
- A better job for him in his company?
- A self-serving egotist?
- A worrismatic free lunch?
- A nauseating evening of bourbon?

At the moment when he's deciding on whom...to fire his sales program--
 What are you to him?

The answer is in your hands!

Some sales people are so understanding and helpful that they are a beam of welcome light at any time on any day.--Others are a nightmare in the busy schedule of a day packed with constructive creative essential buying. The buyer cringes when he sees them--time again to be wated--killed! Talk--Talk--but...

Either no genuine interest in the buyer's problems or his real needs
 Or, complete inability to assist his programs.

Here's how, in purchasing, we sell; that is, help the salesman through our Value Analysis program.

Examples...

- ...cold control
- ...drier terminals
- ...disposall studs
- ...sandwich grill weights
- ...disposall capacitor
- ...floor polisher pal nuts
- ...4" speaker button
- ...electric blanket shaft and nut
- ...autopilot stick control

By establishing value, we help the salesman sell.

Mouse trap story.

- Double circuit breaker
- Circuit breaker
- Mouse trap.

So, to salesmen I say...

"Help the buyer to sell"

He'll have to sell.

The young housewife who buys a red blouse is afraid, "Oh what if John doesn't like it?" She'll have to sell him.

The plant buyer buys a GMC dump truck. The superintendent says, "It should have been a white."

Just what are you to each buyer you want to sell?

Are you medicine for your backache--or for his!
Or medicine for his headache.

Salesmen often worry that they are taking up too much of a buyer's time but please bear in mind that if you've got something that will help the Purchasing Agent do a better job, he will not only gladly give you his regular working hours but his evenings and Sundays as well.

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L. D. Miles