

AGGRESSIVENESS (Establishing Outposts)

Retail Sales Manager's Film Service

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One in a series of original filmstrips preserved for their historical value and presented to the members of the

[Willys Overland Knight Registry](#)

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(Establishing Outposts)

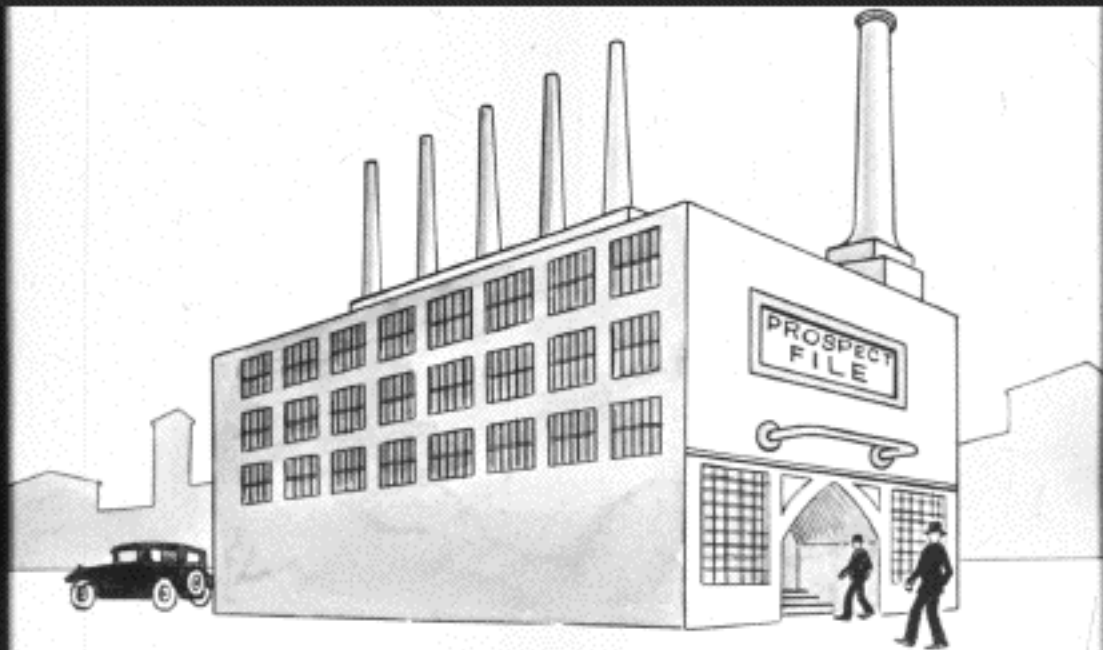


Retail Sales Manager's Film Service.

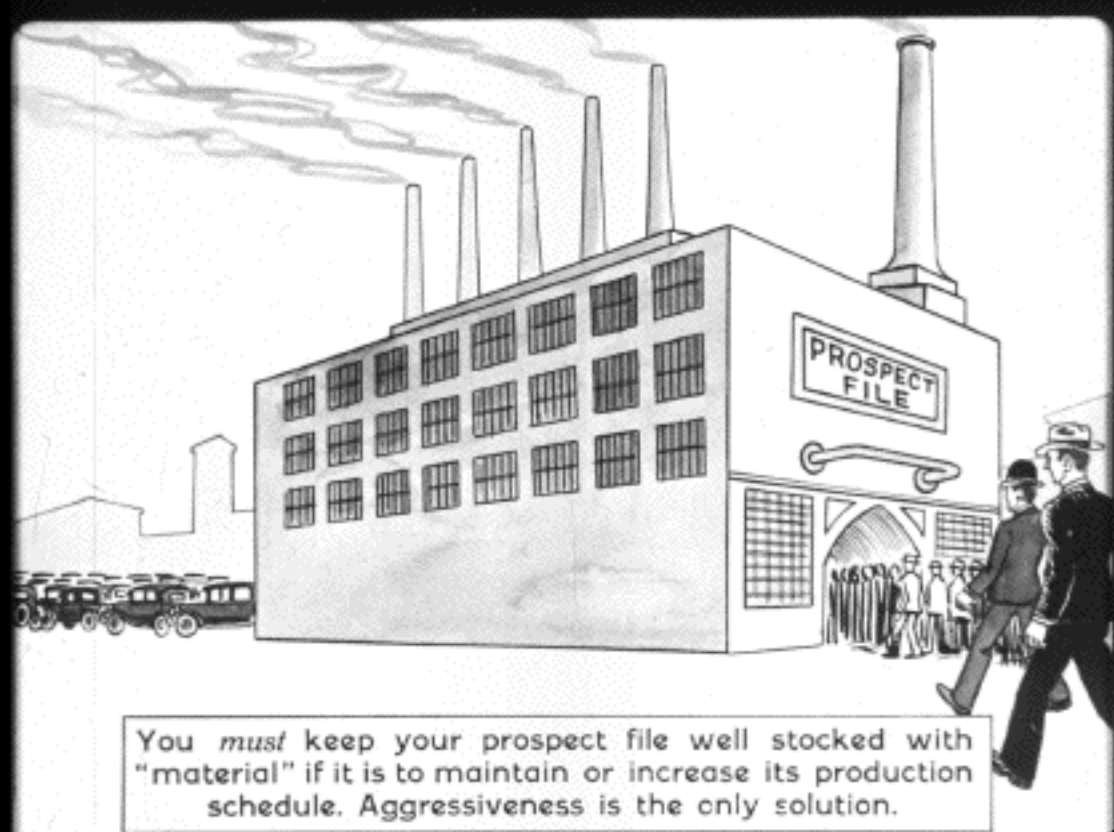
The most productive time for a salesman is when he is face to face with the prospect and the deal is being closed. All other efforts are but in preparation for the closing or in hunting suspects who may be prepared.

The aggressive salesman is therefore the man who develops constant sources of prospects so the major portion of his time may be devoted to *closing* rather than *hunting* purchasers.

It is as important that you keep your prospect files crowded to capacity as it is for the factory, behind you, to keep you amply supplied with merchandise.



You cannot enjoy any great volume or profit if your source of prospective purchasers is allowed to dwindle.



You *must* keep your prospect file well stocked with "material" if it is to maintain or increase its production schedule. Aggressiveness is the only solution.

This film has been prepared to visualize, for you, various sources of prospects; how to develop them and why they are essential to increased and continuous sales.



PRESENT OWNERS

Present owners offer an entree into any neighborhood. The fact that these people own and drive our products offers a logical reason for a call or interview.



NEW CAR OWNERS

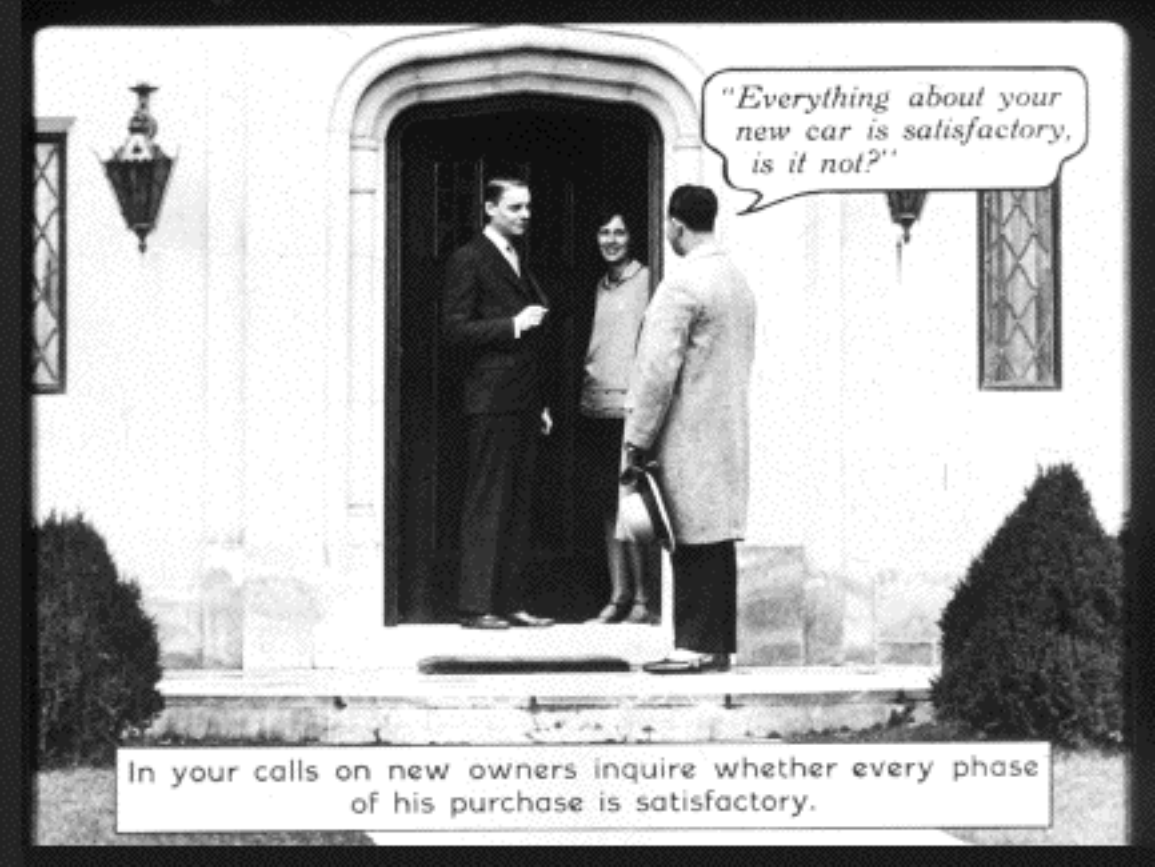
You will find it especially profitable to call on new car owners.



A new car owner is always proud of his car and exhibits and demonstrates its appealing features to his neighbors and acquaintances. Thus others are made new-car-conscious and desire for ownership is aroused.

Be aggressive. Keep an active list of new owners. Follow them up systematically.





"Everything about your new car is satisfactory, is it not?"

In your calls on new owners inquire whether every phase of his purchase is satisfactory.

You will find it profitable to continue selling the new owner on your products, your firm and yourself. It will net you increased business.

"You'll enjoy it even more when it's thoroughly broken in."



Secure the names of those friends and acquaintances to whom the new owner has been demonstrating his car. Cash in on the selling he has been doing for you in his neighborhood. That's being aggressive.

**NEW OWNER
"OUTPOST"**

PROSPECT

PROSPECT

PROSPECT

PROSPECT

Thus one prospect properly sold, carefully and systematically followed-up and kept sold, establishes a valuable out post for you - - a source of new business you would otherwise miss.

In calling on old owners find out how their car is serving them.


"Is your car giving satisfaction Mrs. Jones?"



If it is giving satisfaction make a few suggestions on care and operation. The advisability of occasional inspections in your service department is also in order.

"It seems to be getting better every day."





*"Mr. Jones says it used
a lot of oil."*

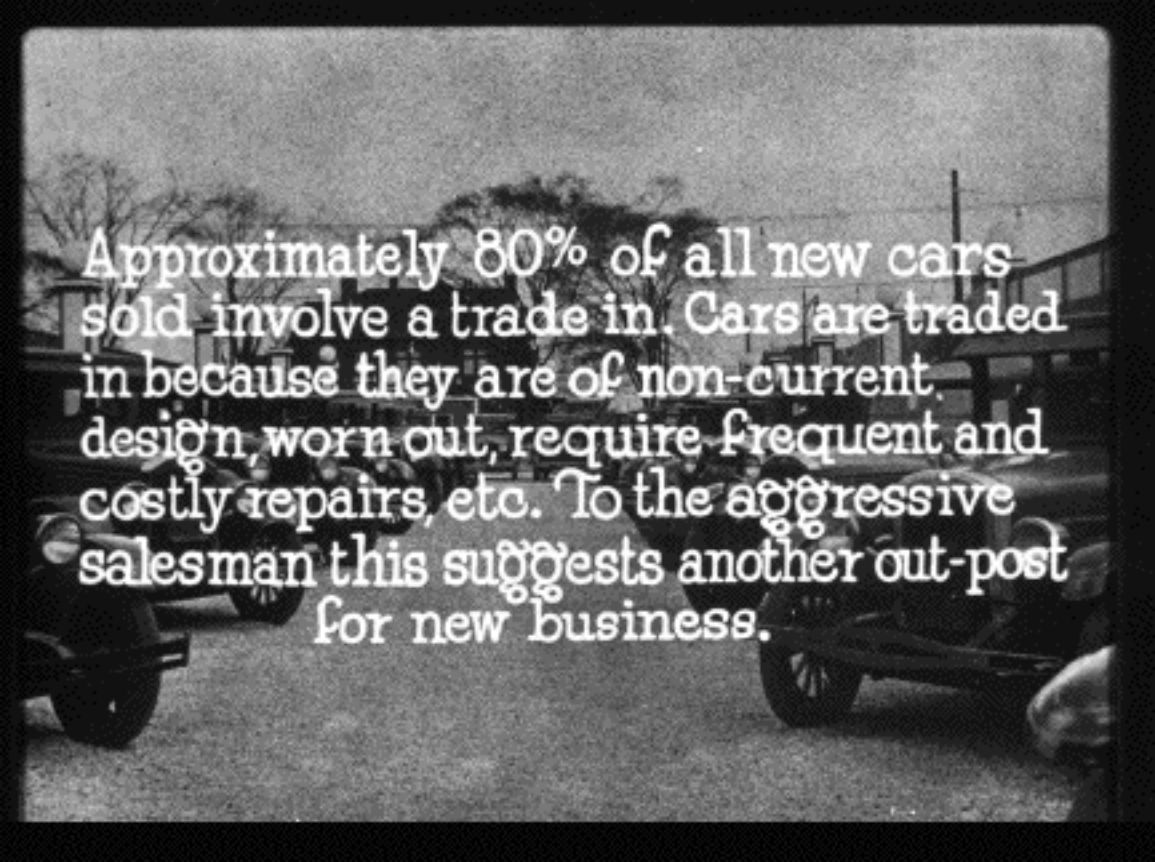
If there is some dissatisfaction your call will be doubly beneficial. It gives you an opportunity to correct wrong impressions and make satisfied customers. In any event you can lead up to the question of prospects.

With a few diplomatic questions you can learn something about the neighbors and their cars - - how long they have had them - - the trouble they are having - - their financial position and endless valuable information.

Methods of securing prospects such as we have shown, will place you, if you are aggressive, in line with a volume of new business which you can enjoy only through constant personal contact.

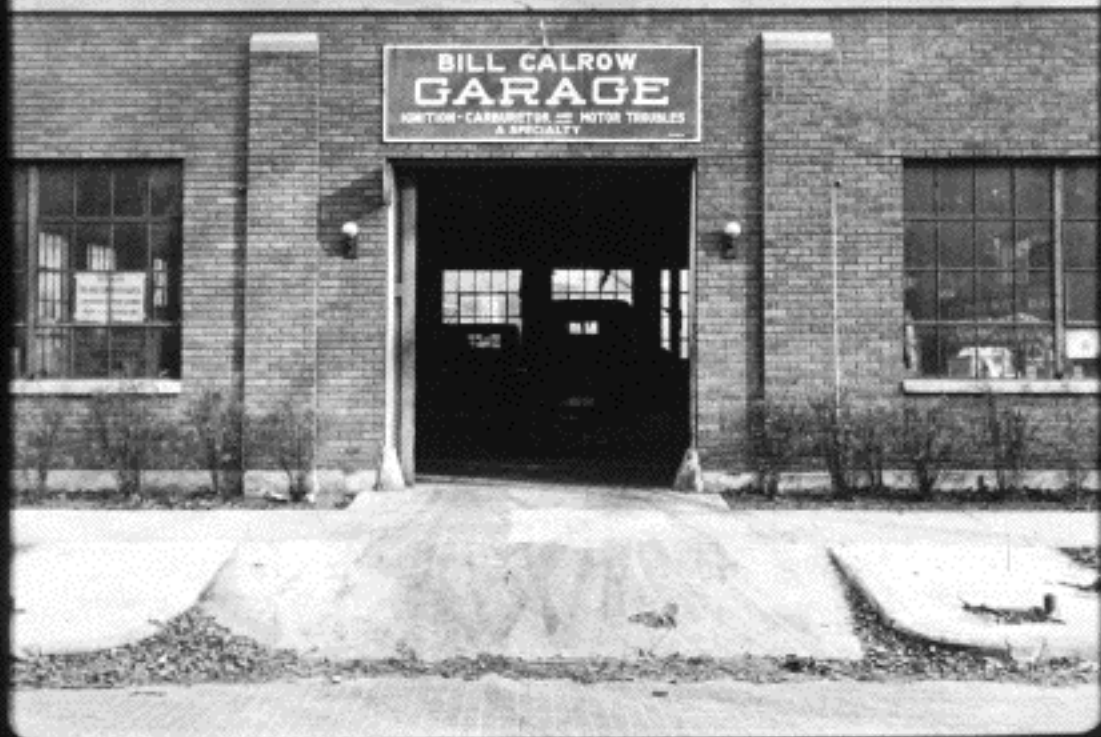



Properly planned and conducted interviews with old owners will establish another invaluable "out post" - - a source of prospects for your future business file.



Approximately 80% of all new cars sold involve a trade in. Cars are traded in because they are of non-current design, worn out, require frequent and costly repairs, etc. To the aggressive salesman this suggests another out-post for new business.

The independent neighborhood garage owner and his mechanics know who is in the market for a new car.





*"Ross is my name, I'm
the Willys-Overland
representative in
this neighborhood".*

Establish an acquaintance and contact with the garage owner in your territory.

Make a legitimate, clean-cut, proposition to garage owners regarding prospects they might furnish. Place them in the position of sales representatives for you.



"Mr. Ross? Here is the name of one of my customers who is considering a new car. He agreed with me that the Willys-Knight 70-B is a good buy. I suggest you call on him."

The aggressive salesman carefully cultivates “tipsters” similar to this garage owner. Such information places you in direct contact with likely buyers. Repair men and mechanics know of such people. Add them to your list of “out posts”.

Spark Plugs

Tire-Battery SERVICE

AUTO SUPPLIES

BATTERY

FORWARDED ORDER
FORM ONLY
NO CASH RECEIVING

*"Remember, just give
me a call any time
you run across
a likely prospect".*

Make the same contact with battery station proprietors.

ACCESSORIES

TIRES **Firestone**

18424

CHAMPION

CHAMPION

STONE TIRES
CO BATTERIES

The
TRULY
PROTECTIVE

VEE-DO
Motor Oils - Greases

And the tire shop operator is also in contact with owners who are likely prospects for Willys-Knights or Whippets.



Add barbers to your list of "out posts". They are in daily conversation with dozens of men, many of whom may be considering the purchase of a new car.



Proper cultivation and aggressiveness will put the gasoline station operators on the alert for suspects whom you can convert into live prospects.



The realtor knows persons who have sold property and cleared a substantial margin of profit. They also know families who have moved to suburban districts and need additional transportation - - a second car.

Put "tipsters" at work for you in the various industrial plants. They will prove especially valuable sources of Willys-Knight prospects.



Manage and develop your territory just as the successful Sales Manager operates the activities of his force. Be constantly alert to every possible sales opportunity whether it means an immediate sale or future business.

A black and white map of the Highland and Hamtramck neighborhoods in Detroit, Michigan. The map is overlaid with several white rectangular boxes, each containing a profession. Black dots are placed on the map to indicate specific locations for these professions. The map shows a grid of streets, with major roads like Ford Motor Co. and various smaller streets labeled. The names of the neighborhoods, 'HIGHLAND' and 'HAMTRAMCK', are printed in large, bold letters at the bottom of the map.

REALTORS

OLD OWNERS

NEW OWNERS

GARAGE MEN

FILLING STATION PROPRIETORS

BARBERS

FACTORY WORKERS

TIRE SHOP OPERATORS

BATTERY FIRM MANAGERS

Each of these "out posts" will yield a profit if properly cultivated and aggressively followed-up.

HIGHLAND
HAMTRAMCK

Direct your selling activities. Aim with a definite purpose. Keep ample material in your prospect file. The aggressive, successful salesman does not wait for the "breaks" -- he *makes* them.



The
End

To rewind, start at this end, dull side out, holding film by the edges. Be sure to keep fingers off dull side of film.

WILDING PICTURE PRODUCTIONS
INC.

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DETROIT ----- MICH.