DEAR IMPERIAL RETAIL-STATION SALESMAN:

In your earlier Sections you were given time-tested methods to help you build your sales and profits on Imperial gasolines and motor oils.

This Section gives you the definite sales values in T.B.A. products and the ways of presenting these values effectively and convincingly. From it you are going to see how Atlas tires, batteries, and accessories offer you additional attractive opportunities to increase the profits of your station and your record for personal sales.

The sales methods presented in this training Section will help you increase your T.B.A. sales. I can hardly think of an exception. From the experience of your fellow salesmen throughout the Dominion we know that these basic sales principles give good results on every product or service offered customers. And making the application of these basic principles to your T.B.A. line will be equally effective.

Here are sales methods—even the words you can use in your sales talks at your station—to help you cash in on the long-profit sales opportunities of your T.B.A. line and to build more 100 per cent customers.

You will find this Section interesting, easy to read, and helpful in building T.B.A. profits. It is a real challenge to your sales ability. And I know you will make the most of this opportunity.

As soon as you have mastered this Section, develop the Sales Opportunities and send them to the University for personal service and rating.

Cordially yours,

William Bethke
Educational Director

CTOL/QF
Printed in the U.S.A.
DEAR IMPERIAL RETAIL-STATION SALESMAN:

In this second Section of your Imperial sales-building program, you will learn the next two principles of salesmanship. You can use them immediately and effectively in your everyday work.

These sales principles can be used in every branch of your selling—whether of gasolines, motor oils, Specialized Lubrication Service, or the complete line of products and services of Imperial retail stations.

These important principles can be used not only to sell the separate products, but also to sell the service of your station as a whole, and to build regular, profitable customers.

You will learn these two bedrock principles through actual descriptive sales cases. Both will be clearly illustrated and explained. When you really understand them, and have put them into practical daily use at your station, you will find that they will increase your sales and profits.

This Section furnishes you a key to successful selling, so make the profitable ideas in it yours without delay. I think you will be impressed with the natural way in which these sales principles fit into your sales program. Your customers will like your methods.

Cordially yours,

William Bethke

CTOL/QB
Printed in the U.S.A.

William Bethke
Educational Director
Sales Opportunity 1

A good customer and friend drives into your station one evening for gasoline. During the course of the conversation he tells you he has just heard that Basco’s station, located just a block away, has changed hands. He also informs you the new proprietor is cutting prices. Then he says, “Jim, do you think you can compete with him?”

Outline briefly what you will say to this friend to point out your method of handling price competition.

Yes, I know definitely that I can compete with the new tenant. It may possibly cause me the loss of sales of several thousand gallons of gasoline for the time being, but as the cheaper price will only apply to white products, I will have to concentrate more on other items such as accessories and tires, building larger sales on these items, which if sold in any great volume, will give me more profits than what I lose through decline in gasoline sales.

Then again, the new tenants over there are not building anything permanent. Their customers will continue to deal with them only as long as the lower prices apply. As good service cannot be given when working on such a small margin of profit and if they offer good service as well as cut prices then they cannot make money and the only thing they can do in the end is to take it out of the customer or go out of business themselves.

So you see that it might even be to my advantage. I, no doubt, will eventually get the majority of my customers back and in the mean time I’ve had to concentrate on these other items, thus building up permanent sales for many items on which there is a good margin of profit. I will also have retained the confidence of my present customers and the customers who will return will possibly know in future that there is no advantage in price cutting.
Sales Opportunity 4

While you are on a motoring trip, and in line with your loyalty to Imperial Oil Limited and Imperial products, you drive into a retail station in the western part of the Dominion for a tank fill of Three Star and a drain and refill of Marvelube. There is a newness about the station that leads you to feel that the operator has just opened it in the last few days.

The service-station salesman approaches your car with a pleasant, “Good morning, sir,” and asks you which gasoline you prefer. You state the grade and give him your order. After he fills the tank, he questions you about the oil.

“I need a drain and refill,” you tell him, “but I want good oil. What kind is this Marvelube you have in bottles on the rack?”

(1) “It’s a fine oil, sir,” he answers. (2) “Marvelube will give your engine complete protection under hard driving and will not burn up. (3) The manner in which Marvelube is refined gives it heat-resisting ability so that it holds its body in use, ensuring a positive and protecting film of oil for the working parts of your engine at all times. (4) Frank Burke, the local expressman, has used it for over a year, and says there’s nothing like it for engine protection and economy. (5) You want the complete engine protection and economy that Marvelube offers, don’t you, sir?”

Study the foregoing sales talk and answer these questions:

(a) Did the service-station salesman use the Advantage-Proof-Agreement selling process? __Yes__

(b) If he did so, indicate by numbers below:
   1. Which, if any, sentences in the sales talk stated the advantage?
      (1) (2)
   2. Which, if any, sentences in the sales talk offered proof?
      (3) (4)
   3. Which, if any, sentences in the sales talk gained the agreement?
      (5)

INSTRUCTIONS FOR MAILING

After preparing your answers or sales talks for the Sales Opportunities in this working paper, send it directly to LaSalle Corporation Service, a Division of LaSalle Extension University, Chicago, Ill., in the printed return envelope provided. Your Personal Sales Training Director will review your work and give it his personal suggestions. It will then be returned to you with helpful comments which you can use in your sales practice. Your work will be credited toward your certificate. “Use tomorrow what you learn today.”

(Please Type Write or Print Your Name and Address)

Ralph C. McKenzie
Suite 11 Beesborough Arts
Regina, Sask.

Name ____________________________ Street Address ____________________________

City and Province __________ Date __________

Matriculation No. __________

Dec. 19/35
Expert Salesmanship. Based on the offer of advantage (Buying Model).

Competition + their location, Quality up to speed, service personnel. Higher Quality, Buying Model.

Personal 40% - Continued.


All customers prefer & continue to give loyal & prompt service.

Sell to chain buyers on Service & Manufacture in retail outlets.

Buy into habits.
1. The habit of buying a certain brand of the Gallery over another.
2. The habit of buying more, at a certain price.

Advantages.


They tellers, had qualitative funds. Throwing address, High Grade, High + Salamanca, 2 dealers.
Part 3

Unit Buying Motives - 2 Kinds of Sales

Decision 1 - Need, advantage. If you favor advantages, enjoy adding earning satisfaction, safety, safety, appeal.

Decision 2 - The better to sell, if need be, add both for future sales.

Decision 3 - No specific, confidence of any kind and get in 100% sales. Price to promote self-fulfillment.

Decision 4 - The Price

Price offers by quality of benefit, safety, cost, economy, convenience, safety, self-expression.

Decision 5 - VISUAL TO THE COLUMBIA

Protect comfort, gainfriends while constituting a budget of $5, and all that is not important, to lead to show and win the lead. Make the sale.

Hollow each motive with grouping:

All you want, subject, combination, and the

Summary up.

1. The customer's advantage based on

General Knowledge, Content

2. Again to be pressed

Cost, Self-fulfillment, Economy, Convenience, Safety, self-expression

3. By selling yourself that to

and self-fulfilling

process.

You offer an advantage hand on

This promotes the advantage

with the advantage. Make the advantage

Each decision is made by these goals:

Relative to each and given their effect

with the above. Selling price
Sect 2
Par 2

9. Advantage

(c) You claim and accept the claim of any of your customers. It is proved.

Each pay bond leads to 100% of the claim and the agreement.

(a) You claimed an advantage: sales and/or

(b) You proved the advantage.

(c) You asked for an agreement as a result of the proof and the normal sales.

Hacking and Proof

Without paying a debt, you may use a power of attorney to establish similar sales.