

## A Successful Store Gets the Business

### *By Building Up the Sales*

#### Letter Number 7

**H**ERE is a rich vein in our gold mine, scarcely worked in many stores.

By suggestive selling we mean two things: suggestion through the eye, and suggestion through the ear.

Suggestion through the eye means organizing the counters so that each display includes the next one. Hinges, screws—tooth paste, tooth brushes—door springs, door catch—ferns, fern food—wire, fuse plugs. An ideal counter offers the customer everything she wants without making her move. Each item suggests another until, before she leaves, she has bought a complete outfit.

But this is not enough. Customers are near-sighted and impatient. Your well-trained girls will instantly associate other items with the one offered. She will suggest wash cloths when given a towel. She will mention Kleenex while accepting the cold cream. To her a baseball means a bat and a glove; a pencil means an eraser; a pair of hose forces her to smile and say "Two pair will wear three times as long," and she will not forget that while you get a small can of paint for a dime, for a quarter you get more in proportion.

Sales girls are seldom too busy to make a suggestion and the customers are glad to be reminded. Just today one was heard to say: "Thank you. Yes, I would have had to come back if you hadn't mentioned those needles."

Every customer likes attention and appreciates these suggestions. Try one with every sale and, as you read this letter, notice again that every suggestion has been a Red Star. Here is the place to do a double service: promote your sales and at the same time advance your showing.

It is up to YOU. Have the merchandise, display it, greet the customer pleasantly, help her, and tactfully build up your sales by suggestion.