

## A Successful Store Sells Red Stars

*By Training the Salesladies*

Letter Number 18

**T**EACH your salesladies to *know* Red Stars, to *display* Red Stars, to *suggest* Red Stars.

A true Red Star is a *fast selling, value giving* article, which contributes more than its share to the net profit of the store. Every department and every classification in a department has its Red Stars. A Red Star campaign to be successful must be definite. Give your salesladies lists which tell them exactly which items to push in each classification—which pencil, which tooth brush, which wash cloth, which comb. If you can raise the average gross of a 30% classification to 32% your work is as successful and as effective as if you raise a 38% classification to 40%.

Work to raise your gross all along the line, in underwear as well as jewelry, in enamelware the same as in notions. Never forget that it is the average gross of your store that counts and any work in any department raises the average.

Each girl must know just what items are Red Stars in any display. First she must have lists. Then she must memorize these lists until her information becomes automatic. When she is thoroughly grounded in her information then she is ready to go to work to **SELL** Red Stars.

