

The Mueller Record

VOL. V

SEPTEMBER 29, 1915

No. 63

TOO EASILY PUT OFF

Persistence a Strong Element in Effecting Sales.

In soliciting business the personal element is undoubtedly the strongest factor. The personal element is a composite of many qualities. A weakness here or there in any one of these individual qualities is apt to materially lessen the selling ability even though other qualities are strongly developed. It's an old saying that a chain is no stronger than its weakest link. This is equally true of a salesman who has strength along certain lines and weakness along others.

One point on which most salesmen are weak is their lack of persistence. They are too easily put off. When a customer says "Let the house quote me and I will send the order direct," the salesman gives up, when he should insist on making the quotation then and there and push the sale. The time to make a sale is when you have the prospect face to face.

Some salesmen whose noses arch over their mouths like an awning over a sidewalk, "making it unnecessary," as Billy Hennessy says. "for them to carry an umbrella to protect the lower part of their face," are long on persistence and successfully so. They will stick to a prospect day and night and keep coming back even if they have been told to get out. Concerning these salesmen who are out to get business and who can not be put off, Mr. Adolph has the following little incident to relate:

"The other day I was very much impressed while at Bachman Bros. & Martin's store. I had gone for Billy Bachman to go with me to play golf and a salesman of the Jewish persuasion, representing a furniture house was talking to me and he made the statement: 'Do you think that I will let Mr. Bachman get away to play golf before I get his order?' He said he came for his business and was going to get it, and he did

get it. I noticed another salesman at the same time was put off because he was easy. The Jew by his persistence and sticktoitiveness landed an order and I want to say that when a man is figuring on going out to play golf a few hours he does not want to be interfered with **even to give an order.**

"I notice quite often one of our salesmen will sell a tapping machine with a very few service connections—sometimes he will sell a tapping machine without any service connections, stating that they are not ready to install their service, but that we should take it up by making quotation direct to the customer. In my opinion that is not good salesmanship. Salesmanship consists of selling goods and the personal element cuts a big figure in getting business, and the salesman should not lose that, and he certainly does lose good, strong sales force when he allows himself to be put off and the prospective customer says 'Have the house quote'."

Our tapping machine contest offers excellent opportunities to our salesmen to insist upon getting our goods in use wherever a machine is sold. Don't let a customer put you off. Show him that the service connections, etc., are really a part of the machine, that while the machine will do splendid work up to a certain point, that all it does is for naught unless good service connections are used to complete the job. The machine is of no particular value of itself without these service connections. The machine merely paves the way but it does it better than any other machine. It is the corporation cocks, curb cocks, and service connections, however, which really count. If they are not good the work done by the tapping machine is nullified. It seems to us that these points can be put up to the customer so forcibly that he would see the wisdom of placing an order immediately. Suppose you sell a man a tapping machine and quit at that. We say that you have only half sold him. You have fallen down right

in the middle of the work. It is like giving a man an automobile and withholding gasoline from him. When a man buys a tapping machine he simply must have service goods. He knows it. He has got to spend the money some time. Why not get him to do it then and there instead of leaving an opening for another salesman to come in and get the cream. That is just what the service goods are—they are the cream of the business—and we want the cream. Our tapping machine is merely an entering wedge and when we drive this wedge in and stop at that we are not getting half way. Think these facts over the next time a customer tries to put you off, and develop the trait of hanging on until you get all the business in sight. Don't get into the habit of being satisfied with a half when you are entitled to the whole portion.



ANSWERING CORRESPONDENCE

When we ask our salesmen for information we want replies to our letters. Some salesmen have become very negligent in this particular. It's not business and it keeps matters in the air which should be disposed of. Hereafter salesmen will please answer promptly. If you can't answer in full acknowledge receipt of letter and indicate that you are taking care of the subject.



PERSONAL

Harry Eggleston took his vacation the week of the 20th, and paid a visit to the office during that time.

Everett Mueller, son of Mr. Adolph, has returned to his studies in Yale College. During the summer months he has been working in the main office.



MIX UP

The Metal Worker asked for illustrations of our ball cock and shampoo cock with the mixing valve. Then they wrote up the latter and illustrated it with an engraving of the former. The fault was with the paper. In an endeavor to do us a favor they "did us up."

CARE OF CORRESPONDENCE

Salesmen Should Destroy Confidential Information When Through With It.

Salesmen cannot be too careful about their correspondence and confidential information sent them from the general office, especially while on the road. Recently a case of carelessness was brought to our attention and it prompts this action:

One salesman had some valuable confidential information from his house. He failed to tear this into small bits and deposit them in the waste basket. Instead he tore the piece of paper once in two and left it lying on the desk at the hotel. The next man to use that desk was a competing salesman. He naturally looked at the torn sheet of paper, saw what it was, and sent it to his house, thereby putting them in touch with the plan of their competitor.

When you have any information from us which you are through with, please see that it is rendered absolutely useless by tearing it into small bits. Don't tear it in pieces so large that it might be patched together. Tear it into scraps. Also be careful with any other information which you must keep. Don't leave your bulletin book, discount sheet, or Mueller Record lying around where anyone might find and examine them. We hope that all our salesmen will recognize the necessity of keeping all our information absolutely confidential and guard against its getting to others who will have no right to know about our plans.



SENDING IN SAMPLES

It frequently happens that samples are sent in for various departments, and not being properly addressed they cannot be delivered. We would suggest that whenever our salesmen send in samples that they address them to the H. Mueller Mfg. Co., designating the department or parties for whom they are intended, for that will permit the delivery of the samples without any unnecessary delay to the parties for whom they are intended and quicker results will be secured.



A level-headed man is merely one who always agrees with us.—Exchange.

MUST HAVE DEFINITE INFORMATION

Trouble Caused in Office by Failure of Salesmen to Furnish It.

Salesmen are cautioned against sending us orders for goods not of our manufacture. Such orders are an annoyance and an expense. Also they produce friction with customers, and that is one thing we always want to avoid. When a salesman accepts an order of this kind and sends it to the house, the customer naturally expects us to fill it. When we fail to do it he never understands the reason. He is disappointed at having been promised something which he does not get. Disappointments do not create new business or add to friendship. It is better to frankly tell a patron in the beginning that it is impossible for us to accept the order. This is especially true about small and inconsequential goods. Whenever an order is taken for goods not of our manufacture, whether it be small or large, salesmen should give us such information as will enable us to procure the goods at once without further correspondence.

We have a case in point that has cost us dollars in time and correspondence, and nothing has come of it. A salesman has sent us an index button and asked us to match it with a button marked "Hot." He did not give us a particle of information concerning the manufacturer of the button or in any way give us a pointer which would enable us to accommodate the customer for that's all it amounted to. This order was received in August. We wrote the salesman for the information. He replied that we should take it up with the customer as he had no way of knowing. We did this and got no answer. After a reasonable time we wrote them enclosing a stamped envelope with the same result.

We wonder if this customer belongs to the joking class and has put up a job on the salesman?

That, however, is not the point. This order for one index button went through the same routine necessary to an order for \$1000 worth of goods, and caused vastly more trouble. There was more postage wasted than the button was worth. Had we succeeded in getting the button we would have been compelled to have

charged up costs against it and then the customer would have howled.

If the order was bona fide the salesman should have pinned the customer down and learned whose make of goods the button was for. Very likely the customer would not have been able to tell and then the salesman would have had a beautiful opportunity to advocate our goods with the name plainly stamped thereon. Delving after details always opens up new fields.

If the customer could not have furnished the information the salesman could have refused the order without fear of offense by saying that there were as many kinds of index buttons as there are buttons for clothes, and that it would require definite information in order to match it.

Salesmen ought to use their wits in all cases of this kind. If they can't avoid an order for goods not of our manufacture, they must furnish us information which will enable us to procure them without so much trouble, expense and correspondence.

We want all salesmen to bear these facts in mind.



A GOOD DEMONSTRATION

The New York office recently sold a No. 24 drilling machine to the water works at Norwood, Mass.

The sale was the result of a demonstration made by Salesman Caldwell. The New York office felt particularly gratified for the reason that in an attempt to demonstrate this machine at Reading a short time before, a great deal of trouble was experienced.



GAS CONVENTION

Mr. and Mrs. Robert Mueller left September 20th, for San Francisco traveling via Denver and Salt Lake City. Mr. Robert goes to attend the annual meeting of the American Gas Institute. He will be absent for a month, returning home via the Canadian route.



FACTORY CLOSED

The factory and office closed, on September 23rd to permit employes to attend the annual state fair at Springfield.

FIFTEEN REACH GOAL

Results of Tapping Machine Contest for
Three-quarters of Year.

The Tapping Machine Contest up to and including September 25th, makes the following showing:

DECATUR—

Salesmen	Quota	Shipped	Percent
Bean	11	4	36.36
Beck	8	5	62.5
Cameron	12	14	116.66
Campbell	10	13	130
Cash	5	1	20
Clark	15	6	40
DuBois	18	13	72.22
Eggleston	20	10	50
Ford	19	15	78.9
Harte	11	15	136.30
Hays	22	13	59.09
Masters	10	9	90
McCormick	17	17	100
Moore	15	9	60
O'Dell	14	19	135.71
O'Rourke	15	4	26.66
Pedlow	10	3	30
Ross	17	22	129.41
Smith	16	13	81.2
Sullivan	10	4	40
Thornton	16	14	87.50
Whitney	11	7	63.63

NEW YORK—

Clark	6	8	133
Ford	15	18	120
Hennessy	9	12	133
McCarthy	6	6	100
Hastings	17	21	124
Poole	16	17	106
Caldwell	11	9	82
Powers	3	3	100
Sippell	5	5	100
Fairfield	12	9	75
DuPree	5	2	40
Hayes	8	3	38

SAN FRANCISCO—

Jett	6	9	150
Haas	4	2	50
Shaw	4	0	0
Shimer	0	0	0
Leary	0	0	0

There are now fifteen salesmen out of forty-nine who have exceeded their quota. In the eastern territory eight out of twelve men are equal to or above their quota, in the Decatur territory six out of

twenty-two and in the San Francisco territory one out of five. Thirty-eight percent of the entire selling force has equaled the quota assigned. While some of the individuals have made a good showing, the results taken as a whole are not satisfactory. We feel that at least 50 per cent of the men should have exceeded the quota assigned by this time. The season is three-fourths gone and consequently the opportunities for 62 percent of the selling force to reach their quota are greatly minimized. With only one-fourth of the year left they will have to do some energetic work to save their bacon.

We believe, however, that they can and should do it. Every man who is behind his quota should now redouble his energies and put forth every selling power of which he is possessed to reach the goal. Cultivate every prospect assiduously and bring to bear upon him every legitimate argument you can employ. You know beyond any reasonable doubt that you have the best proposition of the kind in the country. It is your work to convince the prospect of this fact, and this ought not to be so hard when you can back up your own argument with the testimony of men who have used the Mueller machine for years and swear by it.

We expect every salesman and especially those who have fallen short of their quota, to continue an aggressive campaign and make this a banner year in each individual territory as well as a banner year as a whole. It can be done. It takes work and the calling into play of every resource, and this is what salesmen are on the road to do.

There is business in sight in replacing old machines with new ones. In the country at large there are doubtless hundreds of machines of other makes and of our make, which have served their time. Many water works men have worked with their machines at a disadvantage during the summer. With the memory of this trouble and inconvenience fresh in their minds they should be in a proper mood for disposing of their old machines. The time is opportune for pushing business along these lines.

We expect all our salesmen from now on until the first of the year to push tapping machine business to the limit.

THE NEW BALL COCK

Some Talking Points Which Will Appear in Forthcoming Circulars.

Here are some points about the new ball cock which will be used in a circular shortly to be sent to the plumbing trade:

1. You can shut off the water instantly for repairs.
2. You can secure any desired flow.
3. The householder can shut off the tank at any time.
4. It is equivalent to a stop cock and renders the use of a stop cock unnecessary.
5. The valve stem arm is corrugated and therefore adjustable.
6. The float stem is adjustable and reversible.
7. The body is swiveled, adding greatly to the flexibility of the cock.
8. The metal and workmanship throughout are high grade.
9. These ball cocks will not leak and run up big water bills on your patrons.
10. They are silent in their operation.
11. The wide range of adjustment makes it the most flexible ball cock on the market.
12. It can be installed in any make of high or low tank without cutting, fitting or bending.
13. It is the most accessible cock on the market for repairs.
14. The float ball can be adjusted to any position.
15. The easiest to repair.
16. Particularly sensitive to the rise and fall of the float ball because of the rapid acting thread on valve stem.

Here are 16 strong talking points. Any one of them ought to effect a sale. The strongest point about this ball cock is the fact that it is noiseless under any pressure. It is exactly what the plumbing trade has been wanting for years. At the National Convention of Master Plumbers this year, we found many plumbers who were using it and who were enthusiastic about it, while every plumber who examined it was quick to recognize its strong claims. Mr. Pflugfelder, secretary of the Philadelphia Association, said with much surprise on seeing it: "I have had that idea in my head for several years and it was my intention to develop and patent it but you have beat me

to it." He is satisfied that it is the correct principle.

The number of orders being received for this article is encouraging. They are not large, but indicate that the trade is willing to try it out and there is certain to be a big sale of this article as soon as the trade is convinced that our claims are right.

A silent ball cock under any pressure and one which has such a wide range of adjustment and is so easily reached for repairs is certain to appeal with telling force to the trade.

We are convinced that this is the nearest to a perfect ball cock ever put on the market.

Salesmen will please study the selling points of this cock carefully and push its sale. We are convinced that it will not only open up a large field of new business but will act as a bolster to our other lines.



NEW SON BORN

Robert Thrift of the Sarnia office has a new son at his home. The arrival of the baby was the occasion of the following congratulatory letter from Mr. Oscar Mueller to Mr. Thrift:

"We are living through a strenuous period; a time when the greatest efforts and energy of all the thinking people are required, a time when such people must realize the terrible calamity which has befallen the world, a time when calmness and careful judgment is necessary.

Understanding that you have a boy, we hereby petition his services feeling assured that his judgment, his faithfulness and his future will be directed along such lines as will help to uplift the world, and make it better by his being here.

As yet we have not formed his acquaintance but formed the above judgment due to our intimate and most satisfactory acquaintance of his father and mother.

It is needless to say that we congratulate Mrs. Thrift and yourself on having such a remarkable son."



Mother—I'm afraid you are overeating.
Tommy (keeping on)—I ain't afraid. Women get scared at things 'fore men do.

WRITING LETTERS

Close Attention to Correspondence With Customers Makes Business.

Some of our salesmen accomplish good results by writing frequent letters to their trade, while some ignore this very important phase of efficient salesmanship. We believe all our salesmen should keep in touch with their trade through correspondence.

If you have been absent from a portion of your territory for some time it is advisable to write to your customers in that particular territory and drum them for business. A letter of this kind is nearly always effective, especially if the salesman has been successful in making a good impression on the prospect or if there is a bond of personal friendship. Outside of considerations of this character, however, letters of this kind impress the recipient with the idea that you are after business. Men in business like an aggressive and persistent salesman when these qualities are properly tempered with courtesy. Lots of times persistence counts when everything else has failed.

A good salesman never fails to write his trade on any occasion that furnishes an excuse for a letter. Frequently you may hear of something in your travels which would be of benefit to a customer in some particular locality. In cases of this kind a salesman should not neglect to write. Little acts of this kind build for friendship and friendship makes business. We think that all our salesmen should cultivate this writing habit. Make it a point to write a few letters each day in an effort to create business. This company is doing a very considerable mail business. This is accomplished through advertisements and letter writing. We have on our books hundreds of names of business men with whom we feel a personal acquaintance although we never saw them and would not know them if we met them. This business friendship has grown stronger each year. It is wholly the outgrowth of letter writing. It's a great stimulus to business and we are satisfied that our salesmen do not practice it enough.



It's a wise man who can keep his temper, for any fool can lose it.—Exchange.

DECATUR ORDERS

Through Mr. Pedlow from the N. O. Nelson Co. of St. Louis, Mo. for the R. R. ticket office: 186 S. C. Basin Cocks.

From the Anderson Plbg. Co., Montgomery, Ala., for the Stuart Apartment of that city, for 48 D-11909.

From Crane Co., for the U. S. Post Office Bldg., that city, for: 3 13160; 3 1½" 13160.

From V. E. Irwin, Pittsburg, Pa. for the Stilwell Hotel of that city: 160 D-11902; 26 Bath Fixtures D-9902.

Through W. C. Heinrichs. from Mr. P. Grady of Havre, Mont., for the Havre Hotel: 90 D-11902; 24 D-8004; 12 D-8003.

From the Iowa State University of Iowa City, to be installed in that building: 6 ½" D-8427.



SAN FRANCISCO ORDERS

Through Mr. Shaw to Carl Doell, Oakland, Cal. for the Sommarstrom Apartments, Oakland: 94 D-11909; 76 D-11743; 108 D-8194; 80 D-8193; 40 D-9487 and D-25053; 40 D-25111; 76 D-9075; 76 D-8646; 300 Spun Flanges.

To the Frederick W. Snook Co., San Francisco, for the Nurses' Home: 32 D-12902; 10 D-10517.

For the Proda Apartments: 44 D-11703; 44 Compression to match; 50 D-9462; 11 D-9477; 1 Set Clift Tub Trimmings.

For the Pacific Gas & Elec. Co., San Francisco: 66 D-11902.

Through Mr. Shimer from the Army Posts in and around San Francisco, the following: 12 D-9205; 12 D-9108; 12 D-8006; 6 D-25510; 1 gross Neverlose Hose Washers.

Through Mr. Shaw to Carl Doell, Oakland, Cal. for Bingham Apartments: 24 D-9487; 48 D-8193; 36 D-8194; 46 D-11909; 2 D-8646; 46 D-11743.

Through Mr. Shimer from E. O. Lacey, Plumber, for Cahen Apartment House: 32 D-11909; 32 D-11703; 30 D-9073; 15 D-26931.

Through Mr. Haas from the Bowles Co., Seattle, Wash.: 50 D-9477-96638 Rapidac Bath Cocks; 36 of these to be used on the E. L. Smith Apartments, Seattle, and 14 on the E. L. Smith Hotel building, Seattle.

NEW YORK ORDERS

Through Mr. Fairfield to Mr. J. L. Purcell of Hartford, Conn., for the Bowen Apartments: 12 Bath Cocks; 24 Basin Cocks; 144 Bibbs.

From A. J. Beaumier of Springfield, Mass., for the Winchester Park Fire Station, Springfield: 1 D-13160; 1 D-14401.

Through Mr. Hennessy from Lasette & Murphy for use in the Brokaw 3/4ldg., New York City: 102 D-11902; 29 D-11902 Indexed Hot.

To Bodell Htg. & Plbg. Co. of Princeton, West Va., for new hotel: 48 pair D-11901.

To Edwin Stipe, plumber: 20 pair D-11904 to be installed in the Franklin House, Easton, Pa.

Through Mr. Hastings. from Geo. W. Peck Co., Danville, New York, for use in the Hyland Hotel at Danville: 81 D-11950; 1 D-11703; 2 D-11702.

Through Mr. Hayes. from Ralph E. Weeks Company, of Scranton, Pa., for 36 only D-11915 Self Closing Basin Cocks to be installed in the Scranton Life Insurance building.

Through Mr. W. N. Fairfield. from Wyckoff & Lloyd Co., for use in the Vander Hevden Apartments, Springfield, Mass.: 1 D-13160 and 1 D-14401.



THE NEW REGULATOR HANGER

The new Regulator Hanger, copies of which were sent to all salesmen, is now being mailed to the trade. The water works trade has already been taken care of and the gas trade will come next. After this the entire plumbing trade will be taken care of. In addition the entire plumbing trade will be circularized on the new ball cock.



THOUGHTLESS

"Your honor," said the arrested chauffeur, "I tried to warn the man, but the horn would not work."

"Then why did you not slacken speed rather than run him down?"

A light seemed to dawn on the prisoner. "That's one on me. I never thought of that."—Case and Comment.

ON THE SELLING SIDELINES

There are many men in business, both dealers and clerks, who are hustlers and workers of the best type but often are too lenient in their dealings with their weaker fellows. They lend them money when such assistance only makes them more and more dependent. They condone their delinquencies to the ultimate undoing of the recipient of such favors. They extend credit too freely. Read this letter, written by Lincoln to his half brother in 1851—it is an extremely interesting side light on the character of our greatest President and an indication of his ability to take the bull by the horns where firmness and sound advice were needed in dealing with a man who is lacking the essentials which go to make success.

"Dear Johnston:—Your request for eighty dollars I do not think it best to comply with now. At the various times when I have helped you a little you have said to me, "We can get along very well now," but in a very short time I find you in the same difficulty again. Now, this can only happen by some defect in your conduct. What that defect is, I think I know. You are not lazy, and still you are an idler. I doubt whether, since I saw you, you have done a good whole day's work in any one day. You do not very much dislike to work, and still you do not work much, merely because it does not seem to you that you could get much for it."

Lincoln would have made a great sales-manager. He possessed, in a superlative degree, the ability to discover the weakness in his fellow and point it out to him in a clear, convincing, kindly way. His analization of character was remarkable and his criticism constructive. He put men on their feet by refusing to mince words or sugar coat his medicine. He made them more efficient—the highest attainment a sales-manager could desire. He brought the good within them to the fore. He did not baby and coddle them. Every dealer, every manager of men, would do well to study his methods if he would get maximum results from his selling force.

Health is one of the greatest factors of success. The ability to do a good, full hard day's work is a prime requisite of

business with clerk or proprietor. To "peter out" early in the afternoon means, to a young man, the certain knowledge that something is radically wrong with him. Late hours, cigarettes, too little exercise in the open air—or a combination of several "little things" are having their effect on him. He should buck up and cut them out if he would be mentally and physically fit to do good work.

Every clerk should be the understudy of the man above him. Could you step into Brown's shoes if he were suddenly called away for a week? Could you carry on his work to the satisfaction of the boss if typhoid kept him away for two or three months? The clerk who flounders and is perplexed when unexpectedly confronted with a situation he ought to be prepared for, is not the man who is headed for the boss's chair.—Coach.



JUST IN TIME

It was a peculiar and most embarrassing situation in which a certain young man of Philadelphia found himself one evening not long ago. He had been "calling now and then" on a charming young girl of Germantown, and this night, as he sat in the drawing room waiting for her to come down, her mother entered the room instead, and very gravely asked him what his intentions were.

The young man blushed, and was about to stammer some incoherent reply when suddenly the young lady called down from the head of the stairs:

"Mother, mother, that's not the one!"—Lippincott's.



An Englishman, Irishman and Scotchman made an agreement among themselves that whoever died first should have five pounds placed on his coffin by each of the others. The Irishman was the first to die. Shortly afterward the Scotchman met the Englishman and asked him if he had fulfilled the agreement.

"Yes," said the Englishman, "I put on five sovereigns. What did you put on?"

"Oh, I jist wrote ma check fer ten pounds," said the Scotchman, "an' took your five sovereigns as change."—Argonaut.

THE SEVEN WONDERS OF THE WORLD

The man who will work without being watched.

A sales-manager who doesn't think he pays the old man's salary.

A salesman who thinks perhaps the quality of the material may have something to do with his making those large contracts.

A stenographer who knows punctuation and will look in the dictionary when she is uncertain about spelling.

A purchasing agent who doesn't think he does you a favor when he asks you to quote.

A new superintendent who will wait a week before installing a much better system than his predecessor's.

A boss who acts as if he wasn't.

—Hubbard.



STOP, LOOK, LISTEN

The old oaken bucket;
The iron bound bucket;
The moss-covered bucket:
Don't hang in the well.

The doctors dismissed it;
Health officers cussed it;
And threw the germ crusted
Old bucket to—well,
At any rate, the old song's dead,
And we use a sanitary cup instead.

—Anon.



The city youth secured a job with Farmer Jones. The morning after his arrival, promptly at 4 o'clock, the farmer rapped on his door and told him to get up. The youth protested.

"What for?" he asked, rubbing his eyes.

"Why, we are going to cut oats," replied the farmer.

"Are they wild oats," queried the youth, "that you've got to sneak up on 'em in the dark?"—Circle and Success.



Judge—Where did the automobile hit you?

Rastus—Well, Judge, if I'd been carrying a license numbah it would hab busted to a thousand pieces.