

# Ford Sales Bulletin

Issued every Saturday by Sales Department of the Ford Motor Company, Detroit  
In the Interests of the Selling Force of Ford

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This Number of the  
Our San Francisco



J. B. Lund

Bulletin is edited by  
Branch Manager

## How About Your Share of Winter Business—Right Now?

What effort are you making to obtain your portion of the winter business? Do you realize that this is the time to demonstrate your real ability as a salesman? Do you realize that a great many sales can be made by getting out and demonstrating what a **Ford** can do, even though we have wintry conditions to contend with?

A prospect who contemplates the purchase of a car in the spring, if properly approached, will purchase now. Show him that it is to his advantage to buy immediately; not alone in order to insure himself against disappointment in spring delivery, but in order to give himself sufficient time to familiarize himself with the working parts and care of his machine. Inform him that you can give him more attention now than in the summer season, which is, naturally, to his advantage, and when the good old automobile season opens, he is ready to enjoy his car and a trip to the country with the feeling of confidence that a new driver never possesses.

Any Agent, Branch Manager, or Salesman who allows his territory to lay dormant during the winter months is certainly working a hardship upon his Company, and must be called to account for his actions sooner or later. The factory is working **twelve healthy months** during the year, and in order to continue **at full speed** it is absolutely necessary that the sales organization handle their winter allotments of cars the same as in the summer.

Now, everybody **get together and push hard** during January, February and March. "Don't let up!" If you fall down, get up and try again, and I'll bet we go through the winter on "high" **with everybody happy.**

Yours for More Winter Business,

A handwritten signature in cursive script that reads "J. B. Lund".

Manager San Francisco Branch

### The Garage Man the Logical Man for an Agent

The day of the Curbstone agent has gone. If a man wanted to buy a watch, he wouldn't go to a hardware store—he would naturally go to a jewelry store where he could deal with a man who knew the construction of the watch, and could make the necessary repairs should it need attention.

The same thing applies to the purchasing of an automobile. The prospective buyer would more likely go to a well-equipped garage, where he could see a car well displayed and receive the necessary attention that any live agent should give to his customers.

Very often we receive a communication from people living in the country requesting us to send them catalogues and literature. Here is a live prospect right under the nose of the agent, and through his not having an established place of business, the prospect is not even aware of the fact that there is a representative in his territory until referred to him by the Branch.

The wide-awake, fair-dealing garage man, with a full line of parts and a shop force to take proper care of **Ford** owners, is the one who gets the business and lays the foundation for a lasting connection with the Ford Motor Company. A word to the wise is sufficient.

—D. P. Flynn, Wholesale Dept.

### Just a Few Reasons Why the Ford Car is the Car to Buy

- 1st. Because it is the "Universal Car."
- 2nd. Because it is easily operated.
- 3rd. Because of its durability.
- 4th. Because it is economical to run.
- 5th. Because of the very low **price**.
- 6th. Because of its light weight—less tire expense and more mileage with less gasoline.
- 7th. Because there is no shifting and stripping of gears.
- 8th. Because there is less depreciation in a **Ford** than in any other make.
- 9th. Because it is the car in greatest demand.

### No. 1 Easy Street

There are a lot of candidates for this popular number. It is not an easy task to get a location on Easy Street, even at any number, and to arrive at No. 1 Easy Street is an especially difficult thing. No one ever reached that desired haven who spent more than he earned. The shortest way is to turn up Thrift Street.

### Selling Confidence

A great many people (particularly salesmen) seem to think that, because the **Ford** is a "low-priced" car, all they have to do is to offer the car to the prospective buyer and he will hand them a check.

For the sake of argument, we'll admit that some sales come easy, but the great majority of prospects are of the "Show Me" type. So you want to be ready for "Mr. Show Me" and, armed with "selling confidence," shoot him full of facts and figures; "show him" where there are over 325,000 satisfied owners; "show him" that he is buying a **standardized** car, with a ten-year-old **world-wide reputation**; that he is dealing with a Company that has the reputation of being the greatest organization in its line and the prestige that goes with it; "show him" where he is making an investment at a profit, the low cost of operation, low consumption of gasoline, oil and tire mileage compared with other cars; "show him" the ease of operation due to the wonderful simplicity of the car, and the service he can get at any place that displays the "**Universal Car**" sign on its windows.

Last, but not least, "show him" that he can buy the parts one at a time, and build a car for practically the same amount the finished product sells for, and then compare the "parts cost" of the light, economical **Ford** with any other car.

Don't be afraid to tell the man the truth. You are not lying when you state "**Facts.**" It's a cinch if **you** haven't got **confidence** in the car you are selling, no one else will have. Think of it! The greatest automobile value in the world today—you can't beat it—that "show me" expression has faded from the prospect's face, and **NOW** is the time to get his signature on the dotted line.

After his car has been delivered, call on him occasionally; see that he is satisfied, and nine times out of ten he will give you the name of a friend who is interested, for, through being a satisfied **Ford** owner, he is bound to be a Booster.

P. S.—Don't knock the other fellow's goods. Sell your hammer and buy a horn.

—M. D. Stewart, Sales Dept.

### A Good Tip to the Prospective Buyer

Buying an automobile is like buying a home. You may be able to buy a ten-room house, but the question lies: Are you able to furnish and maintain same?

## 20,000 Ford Cars!!!

The month of January bids fair to break all records—20,000 Model T's is the mark at which the factory is shooting, **and they are going to hit it**, or else we miss our guess. Think of it—20,000 **Ford** cars in 26 working days!

So far the Sales Department has been able to keep in advance of the factory with respect to orders, but can we keep the pace? We can **if you do your part**, but your individual efforts are necessary, as it is only by concerted action that Big Things are done.

Every Agent, Sub-Agent and Salesman—in short, every member of our entire selling organization—must help in this work, for, mind you, to produce this enormous volume of cars it is necessary that every wheel in our factory be kept turning and that each day's output of cars be loaded and shipped, else the factory will become congested, necessitating curtailment of production and a consequent shortage of cars during the spring months, which would mean a **shortage of profits** for you.

Build a foundation for large profits this year by taking cars **right now**, when you can get them, and avoid disappointment later. Let us know that we can count on your co-operation, thereby making the record of 20,000 Model T's for January a reality.

*Yours for a record,*

FORD MOTOR COMPANY



Acting Manager of Sales

Sales Bulletin Insert  
January 24, 1914



**Buy It Because  
It's a Better Car**

Model T **\$550**  
Touring Car  
f.o.b. Detroit

Get particulars from (here insert, in this type, name  
of local branch or agent)



**The Busy Man's Creed**

I believe in the stuff I am handing out, in the firm I am working for, and in my ability to get results. I believe that honest stuff can be passed out to honest men by honest methods. I believe in working, not weeping; in boosting, not knocking; and in the pleasure of my job. I believe that a man gets what he goes after, that one deed done today is worth two deeds tomorrow, and that no man is down and out until he has lost faith in himself. I believe in today and the work I am doing; in tomorrow and the work I hope to do, and in the sure reward which the future holds.

I believe in courtesy, in kindness, in generosity, in good cheer, in friendship and in honest competition. I believe there is something doing, somewhere, for every man ready to do it. I believe I'm ready—Right Now!

—The Fra

An idle dollar never loses its purchasing power; an idle man does.

The Secret of Success in life is for a man to be ready for his opportunity, when it comes.

—Disraeli

**Ford Service**

To the average man these two words don't mean very much, but, in reality, they surely have a broad underlying meaning. Did you ever notice that **Ford** users wear a Big Smile and appear absolutely satisfied and confident? They have confidence in the car and they are confident of the Service which they know is always easily within their reach.

**That's a Big Asset**

From a selling standpoint, Service is of no less importance. When a man knows that he will be taken care of as long as he has a car and that he can get **Unmatched Ford Service** at all four corners of the globe, it will help get the prospective purchaser's name on the dotted line.

**That's a Big Asset**

When a user is taken care of and is well satisfied, he can't keep it to himself; he simply has to tell someone; he is bound to be a Booster.

**That's a Big Asset**

For the good of all concerned, **Talk "Service"**—not plain, ordinary service, but **FORD SERVICE**.

**No Premiums Necessary  
With Fords**

"Mr. Ticket Agent, I want to buy a ticket to the Falls. How far is it and what will it cost?"

"I will tell you, Mr. Brown. The distance is 1,000 miles and the fare is \$20.00."

"If you will throw in a meal ticket on the diner or my berth in the sleeper, I'll pay you half now and the balance when I arrive at the Falls."

Such a request would be considered a joke, and as soon as **Ford** agents and salesmen realize it is just as much of a joke to throw in chains and gas tanks, it will not only be a whole lot easier for their neighboring agents to sell cars, but the increased profits will tell a forcible story to the banker when extended credit is desired.

On the great Clock of Time there is but one word, "Now."

—Shakespeare

## Efficiency

Efficiency means "the power of being efficient, competent"; and in every branch of the Ford Motor Company we find the need of men who are efficient; competent; capable of acting in such a manner that it will produce results, pleasing alike to the buyer and the Company.

An employee who is competent need never fear for the future; we are judged by the work we do, and in the way we do it; and by performing our work in a competent manner, we are sure to please our patrons and win for our Company the most valued asset any company may have—*a satisfied customer.*

We have our Efficiency Meetings at which we discuss matters that will improve the work of our organization as a whole; but it would be well for every employee to appoint himself a Committee of One to study Efficiency; to apply it to himself, and, by his example, stimulate others to do likewise.

We are told that big accomplishments result not from effort merely, *but from properly directed effort.* Then we must strive with all our power to become efficient; to so direct our efforts that results, not failure, are the fruits thereof.

In every department of our business we find the need of this much sought commodity, *EFFICIENCY*; how its application to our work will result in all tasks being finished on time, all promises fulfilled and our work in such a shape that, by means of this proper direction of effort, *twice the work* can be done than otherwise—and with less trouble.

— E. B. Anderson, Asst. Manager