

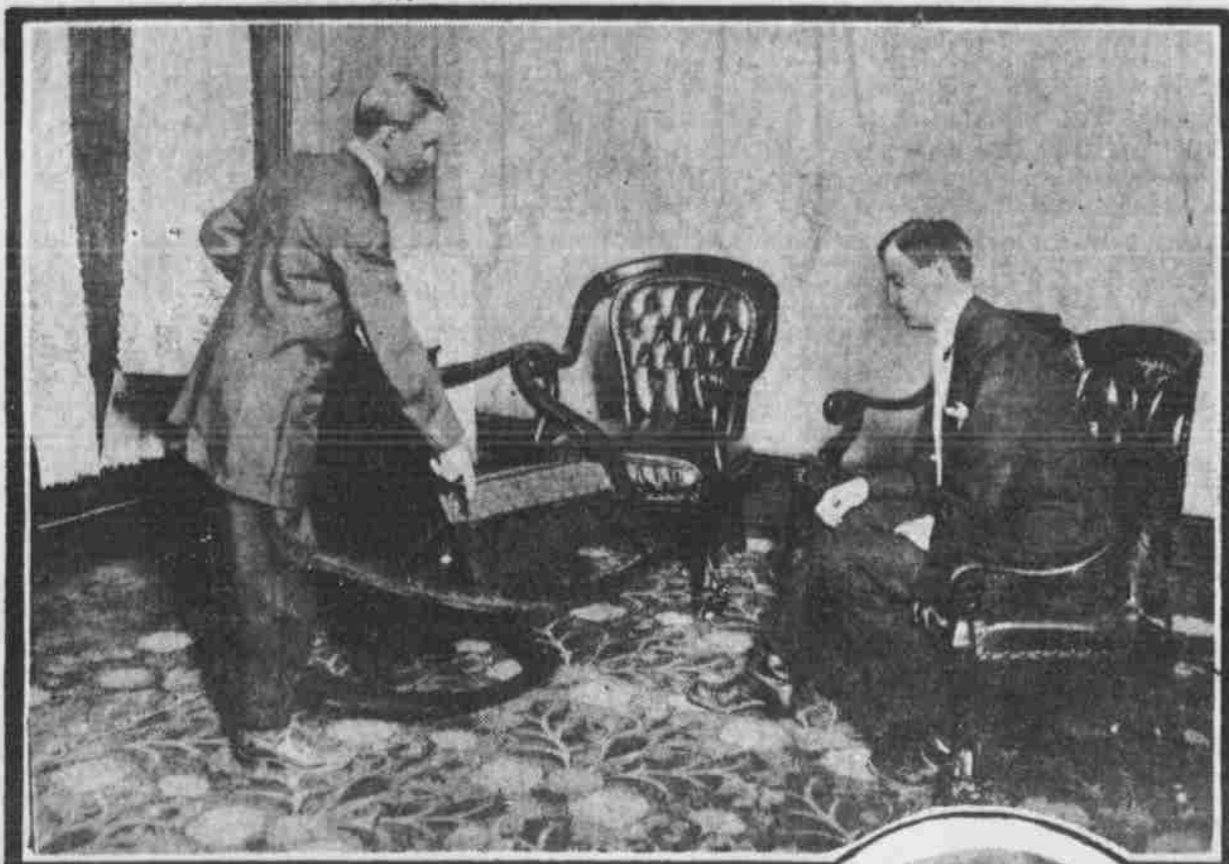
Largest Salesmanship Class in Country Studies in Omaha



MAKING THE APPROACH



CREATING DESIRE (INVESTMENT)



THE DEMONSTRATION



THE SALE (DRUGS)



THE DEMONSTRATION

OMAHA boasts a number of big things as features of its commercial and industrial life; and one of the biggest, in potentiality for business advancement, is the Young Men's Christian association class in salesmanship. Except in circles peculiarly interested, but little has been heard or is generally known of this high pressure group of alert, hard-working and intensely hopeful men. Yet it is conceded to be the largest class of its kind in the United States, probably in the world. And it is making progress toward its ideals in somewhat amazing measure.

Something like two years ago F. W. Heron, feeling that something should be attempted by the Omaha association that would be on a line distinct from its other work, began advocating the establishment of a class in salesmanship. He urged that the development of the proposition on wise lines would give to the business men of Omaha—who made possible the erection of the beautiful building of the association—a direct return, and something that would be of lasting benefit to all those partaking in the work.

The educational committee, consisting of Dr. Lord, J. C. French and P. W. Kuhns, together with the educational director, J. W. Miller, believed Mr. Heron had a valuable idea; and they, with Mr. Heron, were continually seeking to find a man to act as instructor of the class. Two or three possible candidates were investigated, but while they possessed ability, their character was such that they could not be considered. The committee then determined to insist on Mr. Heron taking up the work personally, and in order to get the class started he consented. That the committee was correct in its selection has been demonstrated by the phenomenal success of the class. A prominent business man spoke the thought of those who know when he said: "It is not only one of the best things that the Young Men's Christian association has done for Omaha, but it is the best thing the Young Men's Christian association has done for itself."

One has but to attend a meeting to see the great interest and enthusiasm that is there manifested. The demonstrative sales as carried on by the members of the class are really inspiring, and all who have seen the work are astonished at what is being accomplished.

Heron an Enthusiastic Spirit.

F. W. Heron, like most men who have original ideas and get them put into action, is an enthusiast. One of his much quoted maxims is that "Knowledge is power, and it dispels the fear that ignorance breeds." He also holds that brains capable of originating, in combination with character, always were and always will be the highest priced rental product in the world. Of salesmanship, Mr. Heron contends it is now recognized as the fourth profession, and he talks of it with conviction as to its essential merit. He says:

"One of the most marked developments of the last few years in business has been the growing demand for specific education for the young men and women who are going into the various lines of this big field. One cannot help but be impressed with this fact by the great flood of literature which has been appearing on the subject in books, magazines, pamphlets, trade journals and elsewhere. A hundred private schools have sprung up during the last half dozen years offering to teach by mail courses in the various lines of business management. But most significant of all is the fact that private business concerns themselves have instituted schools for their employes, offering instruction not only in the details of the routine work to be performed, but also in the science underlying the conduct of the business.

"It is noteworthy that only within the last few years have such terms as the 'Science of Salesmanship,' 'Science of Advertising,' and other business sciences come into use. Scarcely a business man writes on business or any of its phases but he refers to it as being a science, or capable of taking on scientific form."

Modern Business Science a Development.

Mr. Heron holds that as long as the work of busi-



F. W. HERON

ness was an art, in which experience offered the main factor to success, a system of apprenticeship, or long-time service, was the only scheme of education adaptable to the case. But if there are business sciences—and today there seems to be plenty of evidence that they exist—then a system of instruction, such as schools offer, seems perfectly practicable. "Not only is it practicable," says Mr. Heron, "but also essential, for there is nothing in experience as such which guarantees that the necessary knowledge shall be gained in a systematic way. There is no doubt that courses of instruction in business sciences can be made of practical value. This has been proved by the experience of those business establishments which have for years given their salesmen or other important employes systematic education for their work.

"The question naturally arises, then, why have not the public educational institutions teach, along with other subjects offered in the schools, courses in the new business sciences? The answer is not difficult. Public schools are naturally conservative. They are always overcrowded with work, much of which, at its best, is not done well enough to suit many of its critics. In their efforts to perfect and standardize the subjects already included, they are more than likely to fail to see new subjects demanding admission. It follows that educational experiments are rarely, if ever, attempted in the public school. Nothing finds place in its curriculum except that which has been proved both essential and teachable.

"Some years ago commercial courses in high schools were unknown. Private academies and so-called 'business colleges' then, as now, supplied instruction in the rudiments of bookkeeping, business arithmetic, stenography, correspondence, etc. Now, not only are there commercial courses in the majority of the public high schools, but also regular public commercial high schools as well.

Salesmen Need Peculiar Training.

"Business has pushed on since the days when the only equipment that was necessary for success was native common sense, a few years of experience and a knowledge of accounting. There is now necessary a knowledge of the sciences of business management, salesmanship, credits and collections, advertising, system, etc. It can be readily predicted that it will not be long before the commercial departments of our high schools and colleges will offer, as parts of a complete business course, these very essential business sciences."

This work has now been taken up in all of the larger cities through the Young Men's Christian association and the University of Wisconsin has put in this course of instruction, offering it to the people of that state through the university extension division. Advocates of the new training insist that every business man is a salesman. This includes pretty much all the men of any consequence, for busi-

ness is the great modern game men play, revel in, and live for, even after its apparent object is accomplished and great fortunes have been made and laid away.

"Underlying this great game of business is another game," says Heron, "the game of selling, and on the latter the success of the former is founded. Men match their skill in these games, one man against the other, and the selling or firing line protects and nourishes the parent game and makes its growth a success or failure. Business is a combat from the time it is launched and the struggle with competition forces men to use their every effort to gain supremacy, or to hold their own."

Thus, if the selling game is the vital point upon which the business of our country depends, it is but reasonable that the matter be given careful study and consideration by all men, and especially the younger generation, for they will be in the great army of salesmen within the next ten years.

Laying the Foundation.

It will be interesting to follow briefly the first impressions conveyed to the class members. They are told with emphasis that salesmanship, in this modern day, is a liberal science, even that it is high art. "As a profession it embraces the power to influence men and move them to action. As a business it includes every act in the conduct of business enterprise which attracts the favorable attention of trade and aids in the sale of merchandise at a profit."

With this positive premise laid down in the mind of the student, the work passes to the essential elements of a sale: Two persons and an article or proposition which one of these persons desires to transfer to the other for a consideration. Steps leading to the consummation of a sale are then dwelt on, especially in three points. These are, to secure attention, to inspire confidence and to create desire. The competent salesman must take the lead, by the power of initiative, and control the situation through the several stages of negotiation. To be successful, he is told, he must be able to secure the undivided attention of the man he is dealing with; and here emphasis is laid on personality and voice as very important factors. Clean personal appearance is not of much avail, says the expert, unless the salesman also has dignity, pleasing and courteous manners. Then, having reached his man properly—made the right "approach"—he must be master of classified argu-

ments bearing in favor of his proposition. Here comes in, too, a solid confidence in his own ability, in his goods and in his employer as the man who will deliver the goods when he has taken the order.

From all of which it will be seen the Omaha plan of teaching expert salesmanship is based on a pretty solid foundation.

Omaha Class Has Grown Rapidly.

Of salesmanship itself Mr. Heron gives the plain definition that it is the art or faculty of convincing the other fellow of his need of the goods to offer to such an extent that he will buy. "Trained salesmanship typifies organized knowledge against unorganized ignorance. Every business man has experimented with it, and the cry of the business world is for men who have mastered it.

When the Omaha class in salesmanship was organized Mr. Heron agreed to give one hour one night each week to instruction. Soon the class became so large it had to be divided into three sections. The Monday night class is known as "The Army," the Friday night class is dubbed "The Navy," and the Thursday night class is "The Artillery."

The method followed is oral instruction, accompanied by the use of the best text books. Demonstration sales are carried on before the class, and the members discuss practical problems arising during the week. Successful and keen-minded business men deliver lectures before the classes. All these elements taken together are considered, by their results, to constitute the most thorough and scientific method of teaching salesmanship ever devised. At this time fifty other cities have adopted the plan in use in Omaha.

Of his own part in the work Mr. Heron says: "Every man should render some service to the community in which he lives. If this work is my part I will perform it as best I can. The teaching of the science of salesmanship is nothing more or less than character training. While character is individual, the composites of all individuals give the city a character. It is true the work has required both time and energy; but who would not feel repaid, knowing as I do, from the members of the class themselves, what benefit we have all received through our combined efforts."

Class Members Highly Satisfied.

Educational Secretary J. W. Miller of the Young Men's Christian association says of the salesmanship class: "This has been the most popular class ever organized in the department, and has met the need of more men. It is easy to see what effect these men

could have on the upbuilding of our city. The men themselves have testified in many ways that the class has meant very much to them. The class next year will be still better, because of this year's experience. We plan also to give a course in advertising and business getting."

E. F. Denison, general secretary of the association, says that in his judgment the salesmanship class has been one of the most profitable and helpful features which the association has ever introduced. "It is composed of the best young business men of the city, and under the most efficient leadership of Mr. Heron, is fitting into the ideals of the organization and is the means of enlarging the capacity and strengthening the character of all interested."

Several Omaha business concerns have already tested the ability of some of Mr. Heron's pupils with pleasing success, and Mr. Miller has on file a large sheaf of letters testifying to the good work exhibited by men taking the course. A goodly number of the students have also given to Mr. Miller personal expressions like these:

"The course, taken as a whole, creates a feeling of self-confidence and enthusiasm which I believe are the two fundamental qualities of a successful salesman."

"The salesmanship course was an agreeable surprise to me. Character building, as presented, could be practiced by any man or person with profit. It is essential to greater success in any line."

"I am confident the course has helped me more than any other study I have ever taken up."

"The course has pointed out to me my weak traits and helped me to build them up wonderfully. The most helpful part has been self-analysis and self-confidence. It has been the best training I have ever had."

"I wish that I could have taken such a course at the beginning of my career, eleven years ago, as it would have been an invaluable aid to me, and I am certain I would have been a better salesman for it."

"Ideas received suggested avenues for improvement in many lines of which I had never thought. As a buyer, it drew out the rights that should be extended to a salesman; and as a salesman suggestions were obtained that would benefit any man, however long his experience might be."

These are but sample expressions received from present and former students, but they are typical of the whole group on file, and will indicate that the work is not only conducted on practical lines, but that ethics and development of latent qualities are also given proper weight.

Shakespeare's Birthday

TODAY was Shakespeare born!
Upon a day like this it must have been:
A golden morn,
Fields decked in vernal green;
The birds full-throated sound their glee,
And with one voice
Rejoice.
A wondrous glory rests upon the sea,
The whiles
The Heavens are all smiles,
And earth doth wear
A joyous air;
And all the world is glad and gay—
The Muse's greatest son was born today!
—John Kendrick Bangs.