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## **IN CANVASSING A POSSIBLE CUSTOMER.**

When a printer or a printer's salesman canvasses a customer the latter is often indifferent, and the printer must succeed in accomplishing all the following changes in his mind:

First—In overcoming his objections to being canvassed.

Second—In overcoming his personal objections to him by gaining his confidence.

Third—In creating a desire for his product.

Fourth—In satisfying the customer that he can produce.

Fifth—That it is worth the customer's while to invest in his product.

Sixth—To overcome the customer's tendency to buy at the lowest price.

Seventh—To create a desire in the customer's mind to want to favor him.

Eighth—When the customer's favor has been secured and he commences to talk about his business the printer must be a good listener.

At this point the customer is 25 per cent sold, and the other 75 per cent depends on the salesman's salesmanship.