

DEPARTMENT OF COMMERCIAL INTERESTS

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It is a common expression that "a salesman is born, not made." Many pharmacists, as well as men in other lines of business, believe this statement and are willing to let it go at that. They have the feeling that because selling does not come natural to them they might as well concentrate on other things and let somebody else—a born salesman, if they can find one—attend to the selling. Nothing is more detrimental to the success of the man and the success of his store than an attitude of this kind. In the first place, born salesmen are rare and, in the second place, those who have acquired sufficient reputation to be classed as "born" are mostly made. They will tell you so if you get right down to facts in discussing their successes. The "made" salesman is often much more successful than the so-called "born" salesman. The reason for this is not far to seek. Anyone born with some natural gift like an extraordinary voice, a special talent for music, unusual inventive ability, or wonderful sales talent, usually belongs to the class of geniuses. A genius undeveloped, untrained, and uncontrolled either through his own power of will or that of others, is erratic. In the case of the salesman, for example, he may work seeming wonders to-day and yet do no better than the merest tyro in the selling art to-morrow. He is not consistent. He is easily influenced by circumstances and, like a prima donna, he is hard to handle. On the other hand, the normal man who has a liking for salesmanship or who has made himself to like it because it is a part of his business, masters the details of the art of selling. He studies goods and buyers intensively and applies the principles of salesmanship cold-bloodedly as he is confronted day by day with his sales problems. For him there is no waiting to have the spirit move him as is the case with the genius, and his daily contribution, resulting from hard and consistent plugging and grinding, is oftentimes greater than the sum of the sporadic effort of the "born" salesman.

Let us then get rid of the notion that one must be born to achieve greatness in selling. Training is the thing and every pharmacist should keep in training for sales-work, whether he is a prescriptionist primarily or the keeper of a general drug store.

Much has been written of psychology in connection with selling. The word psychology scares some people. They look upon it as something awe-inspiring, something belonging to the realms of clairvoyance, telepathy or general "spookiness."

Psychology means the science of the mind. Abraham Lincoln would probably have defined it as nothing but a study of human nature, and that is exactly what it is. Some people know human nature and can analyze it; others are not gifted in that respect.

Knowledge regarding human nature has been classified. Therefore it is a science and as such it can be studied by anybody who cares to take the trouble and time to do so. Pharmacists so often make the mistake of confining their study and reading to pharmaceutical subjects. There ought to be a place in the pharmacist's library for books on general educational subjects, including one or two on practical business psychology. The study of human nature or psychology

is just as essential to the success of the retail druggist as knowledge of the proper methods of compounding.

What are some of the essential qualities of a good salesman? Honesty and conscientiousness, confidence, persistence, cheerfulness, enthusiasm and tact are the chief attributes that make for success.

Honesty and conscientiousness come first because they are of prime importance to the welfare of any business.

Any druggist who adopts a policy of dishonesty and fakery toward the community in which he does business is digging his own commercial grave. It is unnecessary to dwell on this at length because the facts are obvious and the records of failures tell their own story.

Confidence in one's self and in the goods to be sold breeds sales ability. Show me the proprietor or clerk who insists on being convinced of the absolute merit of a product before he will back it with his sales ability and I will show you the man who sells successfully and has earned and deserves the same confidence among his customers as they display toward their bankers, lawyers and physicians. Confidence makes the druggist an advisor to the public on the purchase of drug store merchandise rather than a salesman. Confidence is the result of intensive self-training plus experience, plus a knowledge that the merchandise to be sold is beyond criticism. With it the salesman talks freely, openly and impressively. Without it there is hesitation, unconvincing argument and a tendency to become untruthful. Therefore let everyone who must sell goods in the course of his daily task master the principles of confidence in himself and in his merchandise or service. The other factors of persistence, cheerfulness, enthusiasm and tact will be discussed in next month's article.

MAKING NEW BLOOD.

Quoting the *Journal of the American Medical Association*: "A very remarkable discovery with regard to the blood has just been made by Dr. W. J. Penfold, director of the Australian Commonwealth Serum Institute, London. In the making of diphtheria and other serums considerable quantities of the plasma or fluid portion of horses' blood is used at the institute. The practice has been to allow the blood, after it has been drawn from the horses, to stand for some time to allow the red corpuscles to settle to the bottom. The fluid is then drawn off and used while in the past the red corpuscles have been thrown away. This struck Dr. Penfold as an economic waste, so he began experiments in the way of injecting the corpuscles into the horses again. The results have opened up a new chapter in the study of the blood. It appears that the horse can easily and quickly form new fluid if the red corpuscles are put back into the blood. While the normal average amount of blood

in a horse is, 36 liters it has been found possible to take 48 liters in a week from a horse to which the red corpuscles are returned and that without its vitality being any more, if as much, affected as was the case with ordinary limited bleeding. The practice of returning the corpuscles has been extended to all the horses, between 30 and 40 in number, which are bled at the institute and wider experience is confirming the results of the earlier experiments. The composition of the blood remains practically normal.

"It will take some time to realize anything like the full possibilities of so new and startling a discovery, but it is bound to have an important bearing on the practice, as well as on the theory, of medicine. For instance, there are diseases in which good results might be expected by an injection of the blood of those recovering from the disease but under present conditions the convalescents cannot spare the blood."