

gist who faithfully maintains such a diary soon will have created for himself an exceedingly accurate record of what to display to produce the most sales at all times of the year.

It is a fact, mentioned previously in this series of articles, that people do not enter drug stores in important numbers just to look around and shop. When they come in they have a definite purchase in mind. Confirmation of this fact is afforded by observations which show that practically all purchases made in a drug store are of a single item. Occasionally displays or personal recommendation of sales people will cause these customers to buy additional merchandise and the gain from these sales are welcome additions to a store's profits. However, the fact that people entering a drug store usually go directly to the department in which they are interested makes less important the grouping of related lines of merchandise than is the case in department stores or variety stores, for example.

On the other hand, the various classes of merchandise in drug stores should be so placed that one class will not interfere with the sale of the other. That is the purpose behind the suggestion earlier in this outline—that the professional departments of a drug store should be grouped on one side of the store. Care should be taken, also, in the grouping of the so-called side lines so as not to put merchandise of too dissimilar a nature close together. Obviously, for instance, insecticides and candy should not share the top of a case nor should dog foods be displayed on the back bar of the soda fountain.

Experiments conducted by some druggists have shown that men's toilet goods can be sold in increasing amounts when displayed in the cigar department. This is not always the case, however, and illustrates the importance mentioned earlier, of testing and measuring the effectiveness of displays shown of all merchandise.

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## FINDING BUSINESS DOWN THE STREET.

BY FRANK B. KIRBY, PHAR.D., M.D.\*

There are two ways to have fish for dinner. Either you wait for the fish man to call, or you go a-fishing. There are those who say that the cure of to-day's conditions is entirely in the hands of the clerks and salesmen of the country. In other words, production is at par and selling lags. Are you sales-minded? If not, sell out and change your job. If so, there are only two ways to make good. Sales are like fish for dinner—you either wait for them to come to you or you go out after them. There is no other way.

Now advertising does not go out after sales. Advertising is one of several invitations by which sales come to you. So advertising is not the answer.

Suppose we assume that leaders and service, one cent sales and personality, good will, advertising and the square deal have brought to your store every last prospect in sight and still "we need the business." It remains that your problem is exactly that of our large mail order houses. For years they have been mailing ten million catalogs twice yearly, not car loads but train loads and they find that such promotion is still only an invitation by which to have purchasers come to them by mail. Their solution of the problem is just what we are suggesting

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to you—in fact, insisting upon—as the only remaining untried or little-tried way to have fish for dinner.

These mail order houses have found that a successful money-making method of years is not sufficient for to-day's conditions, so in effect they are now going out after new customers in their branches widely scattered throughout the country. We are not suggesting the two store independent but that personal going out after business that creates the sale on the spot for later delivery.

First the plan adds nothing to your weekly pay roll. It simply uses at capacity those quiet hours of the day between the rush periods. Your clerk hire per hour is as much when your clerks are busy as when there is little to do. The thought is a careful selection of your best (or only) clerk with a real sales sense on a business building basis both for himself and you. In other words, you offer him an unusual opportunity for self-development, in the working of a survey of the territory you propose to cover. The very fact that you send your clerk five, ten or twenty blocks (or miles) to personally solicit his business raises the prospect's dignity and builds good will.

Let's get serious. How many bids are there for the business of those prospects of yours who by all rights should belong to you; neighbors of yours reading ads of stores miles away having radio and mail solicitations that offer for sale (and sell) merchandise you stock and without any remote chance that they can get that personal service element that you are organized to give them.

This is a one man job, not different men different days. Either you or your clerk—and once determined who is to develop this work, then make your calls systematic. Call when you are expected as often as necessary to render service.

The survey's the thing. Now, no kidding. This is serious business, so treat it seriously. It means a substantial, growing, permanent business or the sheriff. Chart your whole program on paper. Spot your store in the center of your operating area and indicate all streets or roads in your trading area, one mile, two miles or ten. What business do you want? Get this: You may have and can get any business you want, in any size area you studiously cultivate.

We mentioned that you need no extra clerk hire for this. Also, we remark you need little if any inventory increase. Are you interested? Would you like the good will and patronage of the chiropractors in this increased area? Then spot every one on your chart. Who sells to them and what do they buy? On another sheet list their names, addresses and office hours. The same with your osteopaths or veterinarians, or both, just as you wish. Unless some house is already well caring for your dentists, include them. Add other classes of trade, professional and laity, and work them.

How many beauty parlors within a radius of six blocks or five miles of your store as a center? What do they use that you sell? Who supplies them? What do they know about *Ung. Aq. Rosæ*? Land twenty of them on a five-pound order each and repeats and you have something. You should secure, hold and develop 70 per cent of your prospects. The same with your barbers. Why should they buy witch-hazel and other strictly drug store products five, ten or a hundred miles away when you can give same day delivery, the same price and on a community builder basis of home trade? The fact is your barber does your work for cash and then buys his supplies miles away—goods that you sell for a living.

Make another survey of your new territory following a survey of your stock. You are not keeping a drug museum. You bought for resale at a profit. Then sell and sell seriously. List your antiseptics, germicides and larvicides. In another column list the classes of trade using such goods, as homes, orphanages, railroads, florists, dairies, stock yards, janitors and so on. Then spot their exact location on your chart with a different key sign or number for each different trade.

Is it anæsthetics? List them and the corresponding sales opportunity such as doctors, dentists, veterinarians, hospitals, first-aid rooms and clinics. Get the acquaintance—then the friendship of your prospects, as the first move to their good will and patronage. Find out what legitimate drug store products each of them uses; then sell those goods. And if you want fish for dinner, develop your surveys and while holding what business comes to you, increase it by going out after the business down the street.

A prescription drug store on the third floor of an office building with no window display and no transients experimented as follows: Wanting some "business down the street" they made a survey in an area of only four blocks and found forty-eight hotels, tea rooms, restaurants, cafes and clubs each with one or more chefs subject to burns during the peak load. A series of four postal cards was prepared and sent at weekly intervals, each promoting a council-passed burn remedy.

Here we have an extreme case of a test with no good will in a store for which there was no evidence of existence and in a location not even visible to transients and yet these four mailings at 48 cents each landed fourteen new customers—not just sales but new customers. Fourteen new customers at 14 cents each.

The question is how many more of those 48 prospects would have been landed on the personal call method as above? There is no question that a salesman drug clerk calling on them would have easily landed thirty new customers.



*Courtesy of William Mair and Journal and Pharmacist.*  
Statuettes in the Scheele Pharmacy at Stockholm.