


GOODWILL

or

OBVIOUS JONES EARNS HIS "G"



**MEET
OBVIOUS
JONES**

Route Salesman deluxe, the hottest Pepsi-Cola merchandiser that ever came down the pike!

BUT . . . there was a time when Obvious Jones wasn't so hot. He was confused . . . he thought the "smart guys" were using new techniques . . .



BOOKLET No. 65-1B

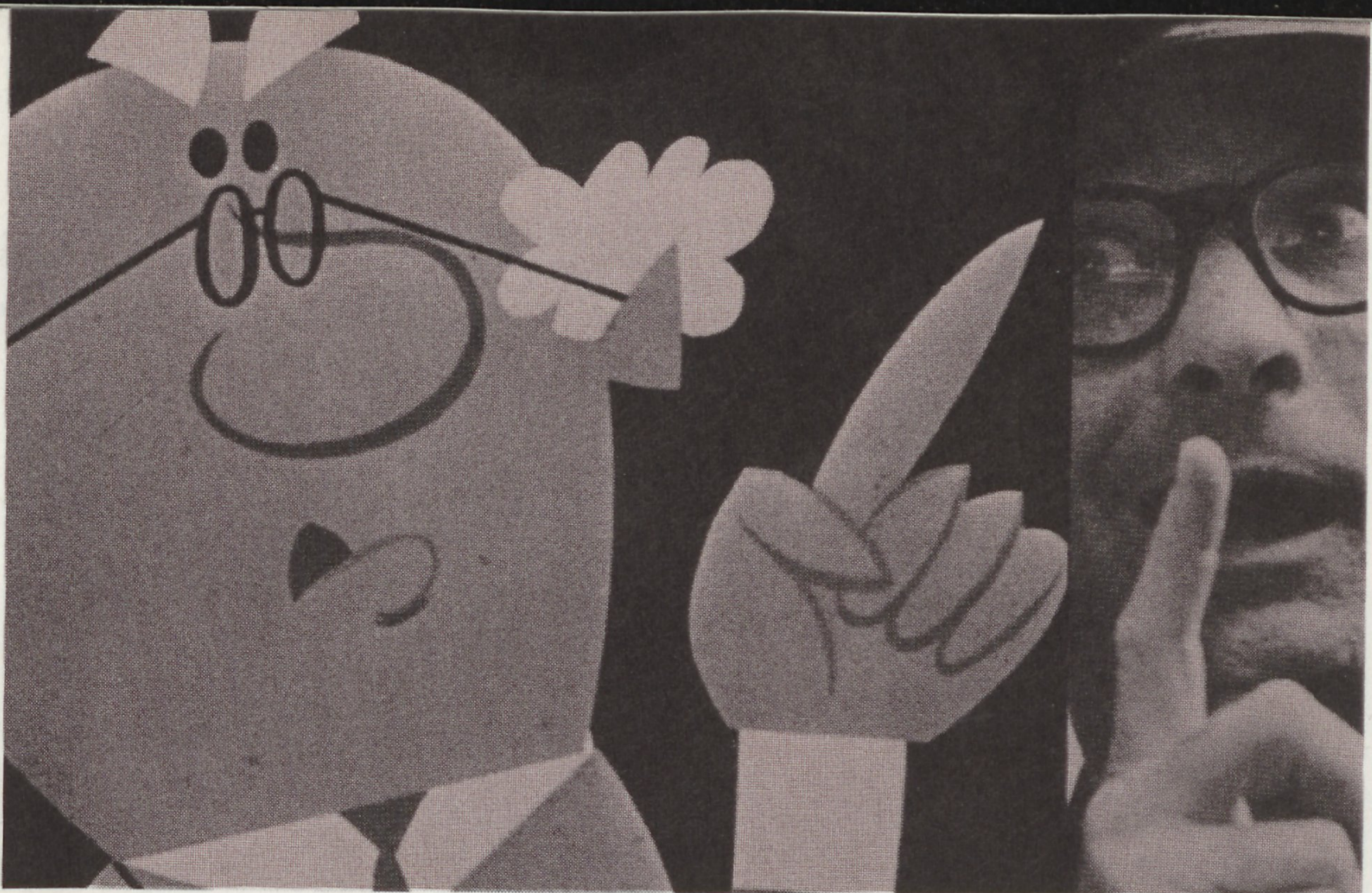
This booklet is based on the sound slide-film, "GOODWILL or OBVIOUS JONES EARNS HIS 'G'." It is intended as a take-home booklet for Route Salesmen of Pepsi-Cola Bottlers who have subscribed to Pepsi-Cola Company's 1965 Sales Training Course. The contents of this booklet may not be reproduced in any way without permission of Pepsi-Cola Company.



**TRAINING
SERVICES**

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He listened in on a professor's lecture to find out what these really smart fellows had to say about selling . . .

What a surprise! What they were saying was obvious! . . . "No smart tricks! There's nothing different about those smart guys – it'll work for me, too!"



There are just four simple rules to follow. Every Pepsi Route Salesman can become a Marketing "GRAD" by simply practicing them in every outlet on every call . . .

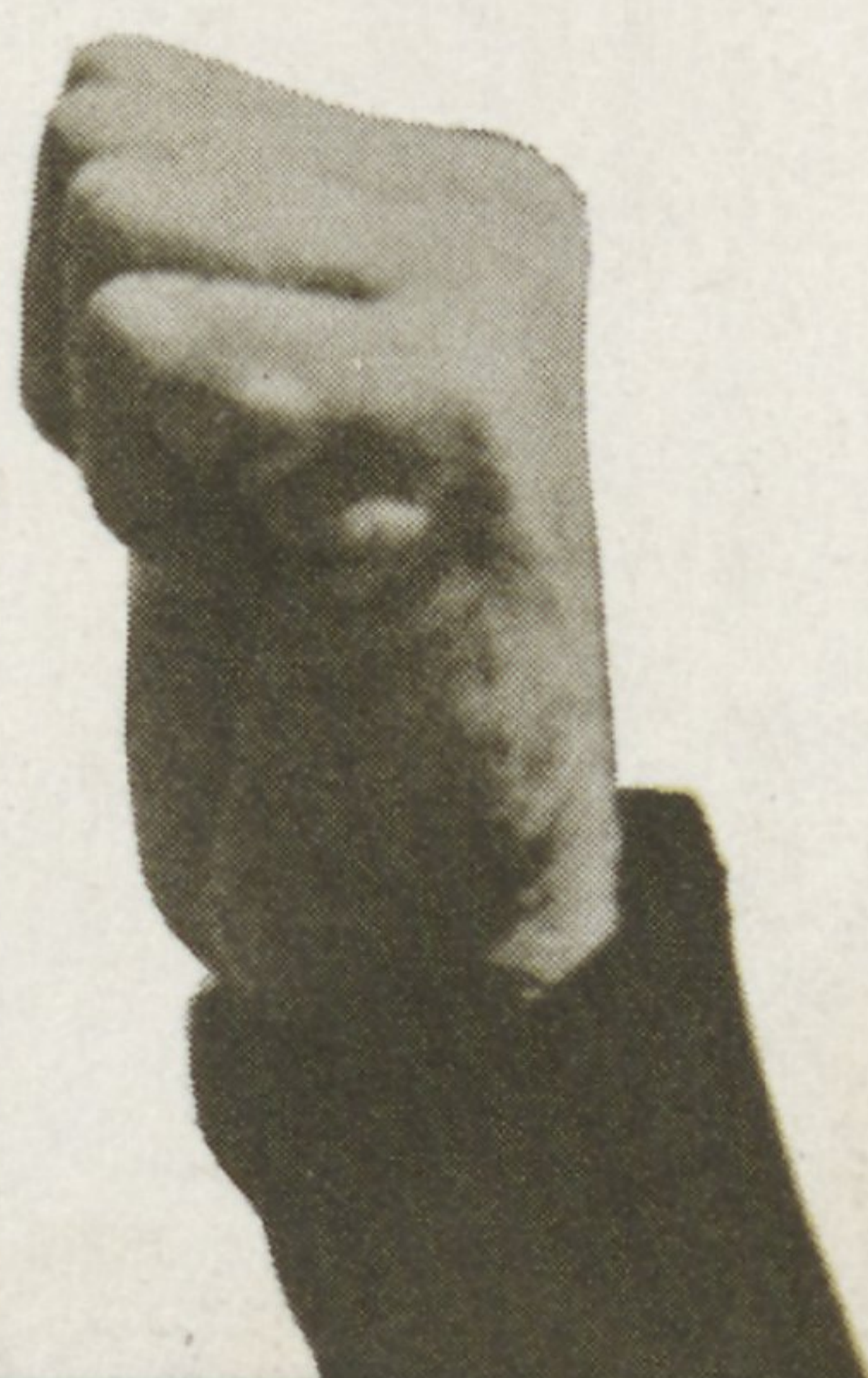
G is for *GOODWILL*

R is for *REFRIGERATION*

A is for *ADVERTISING*

D is for *DISPLAY*

NOW LET'S SEE HOW OBVIOUS JONES EARNED HIS FIRST LETTER — HIS "G" FOR GOODWILL!

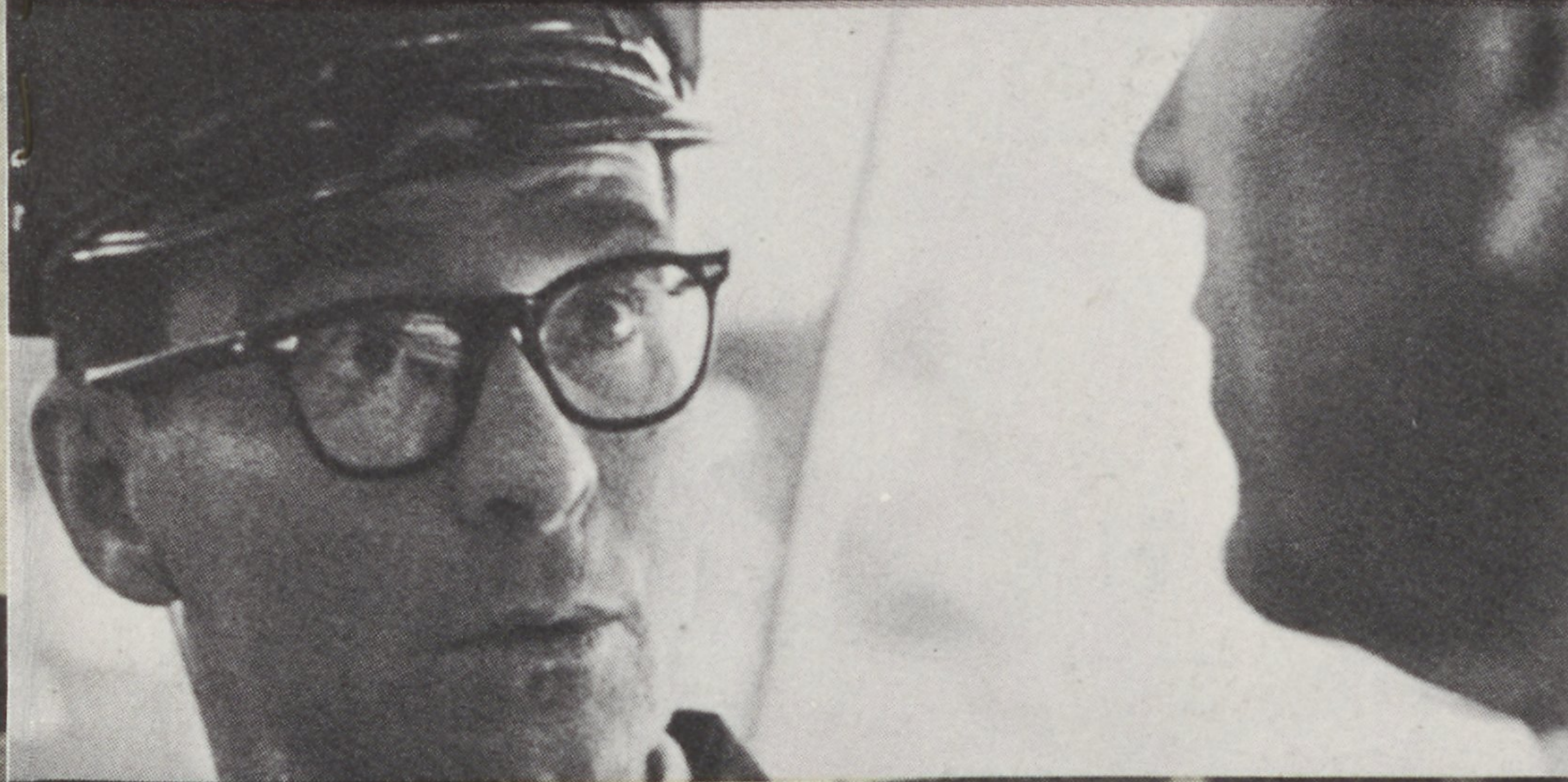


Obvious was servicing his outlets on the college campus on his route – and thinking – why not find out more about Marketing by listening in on the college professor?



THIS IS WHAT OBVIOUS HEARD

“Before you can sell a man – you have to gain his goodwill . . . his friendship. More sales are made as a result of friendly relations between salesman and customer than anything else!”



■ The key to goodwill is sincerity — if you have a strong desire to help your customer, he will sense it.

■ Goodwill is based on appearance — neat uniform, shoes shined, clean-shaven and no sloppy mannerisms.

■ The customer judges you by your words and actions — everything you do or say has an effect on the customer.

■ Build goodwill as soon as you enter — just greet the dealer by name — and know everybody else's name.

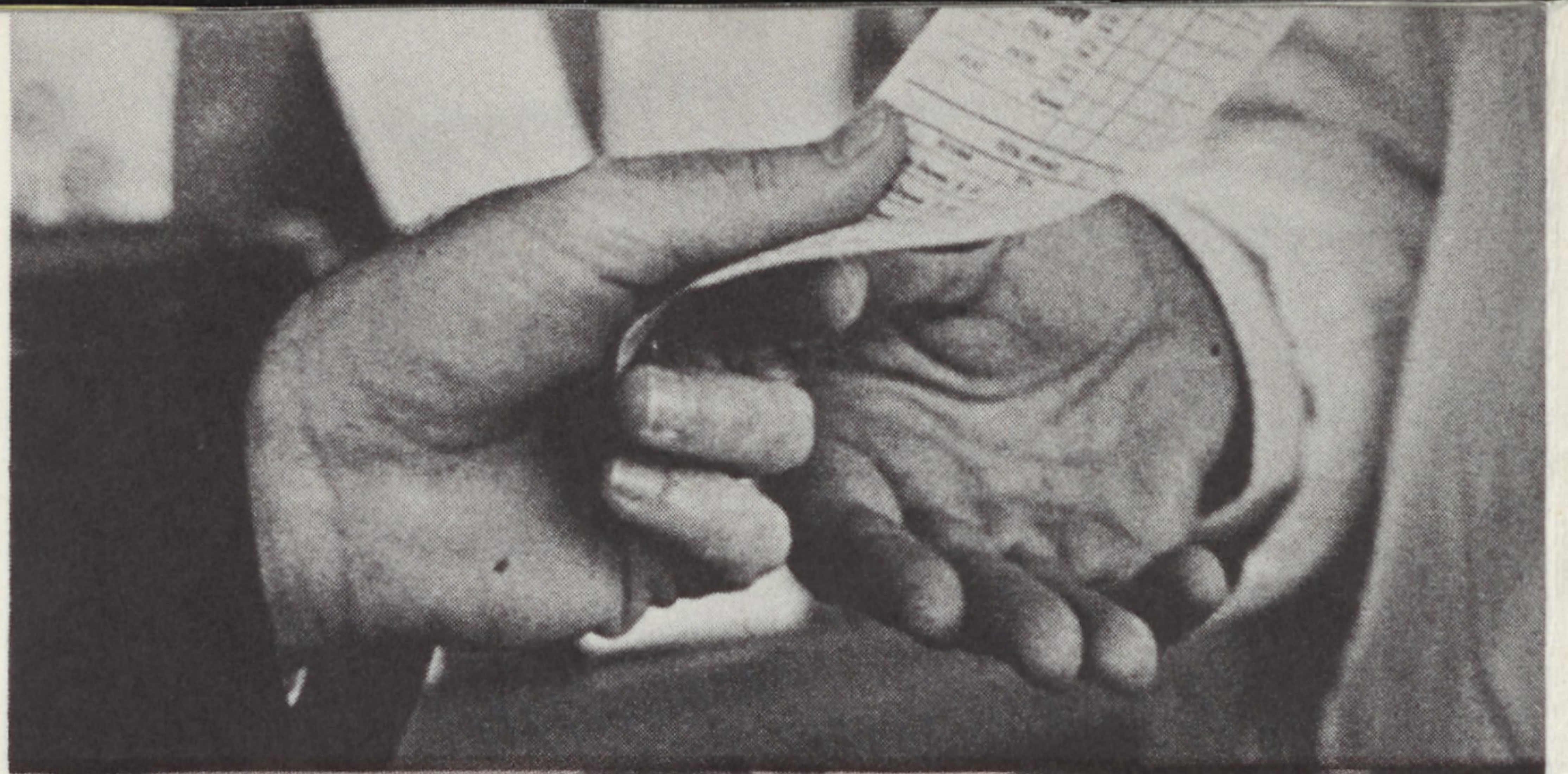
LEFT

■ Good service builds goodwill — take care of refrigeration, advertising and display on every call.

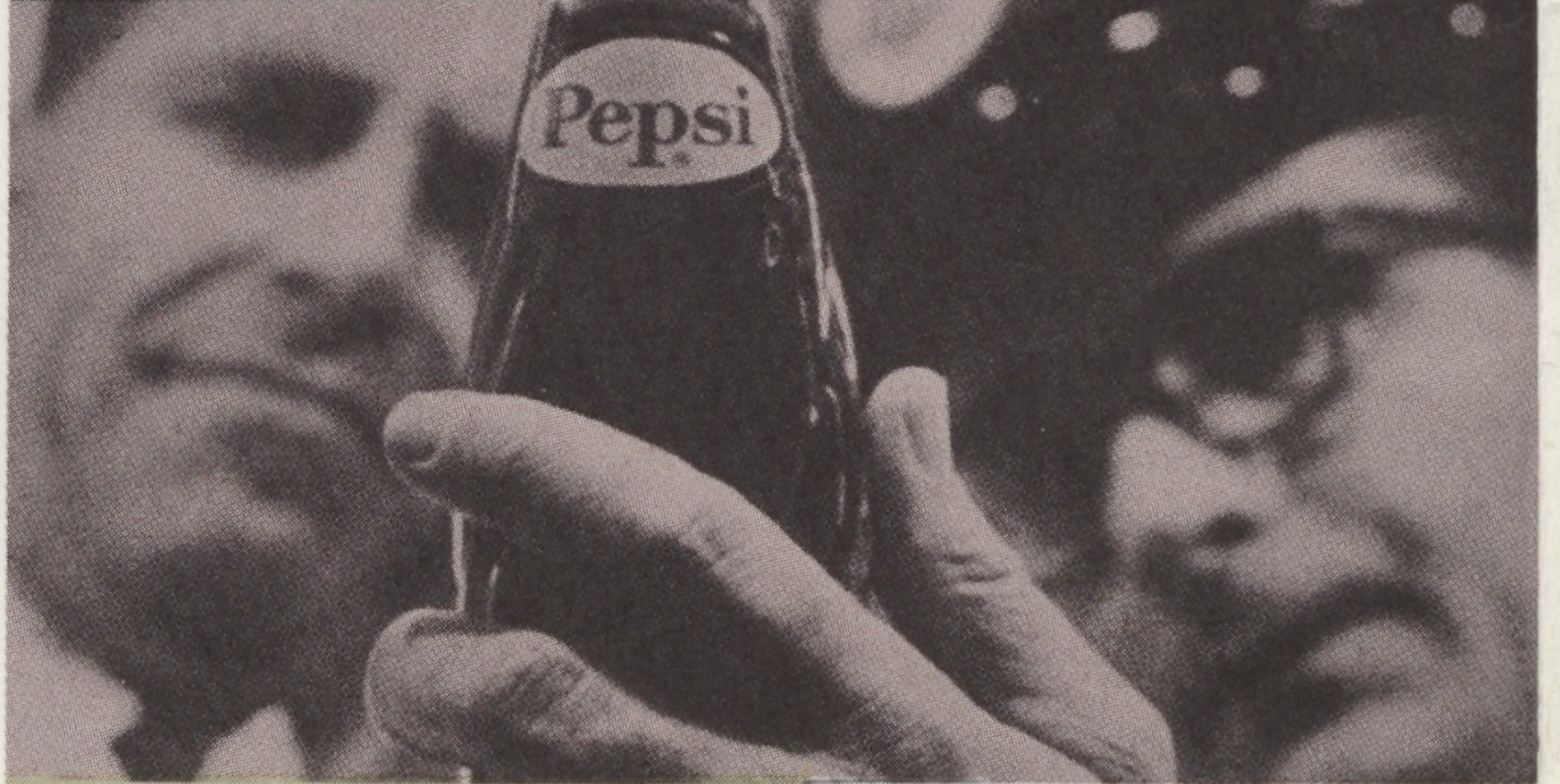
RIGHT

■ "I make sure dealers don't run out of Pepsi and lose profits," says Obvious. "If they lose sales, they lose money!"

■ When you collect your money, make out the bill neatly and properly. Remind the dealer of the profit he makes from Pepsi—suggest how he might make even more!



■ Obvious lets the dealer know he appreciates his help in a partnership which makes a good profit for both of them.



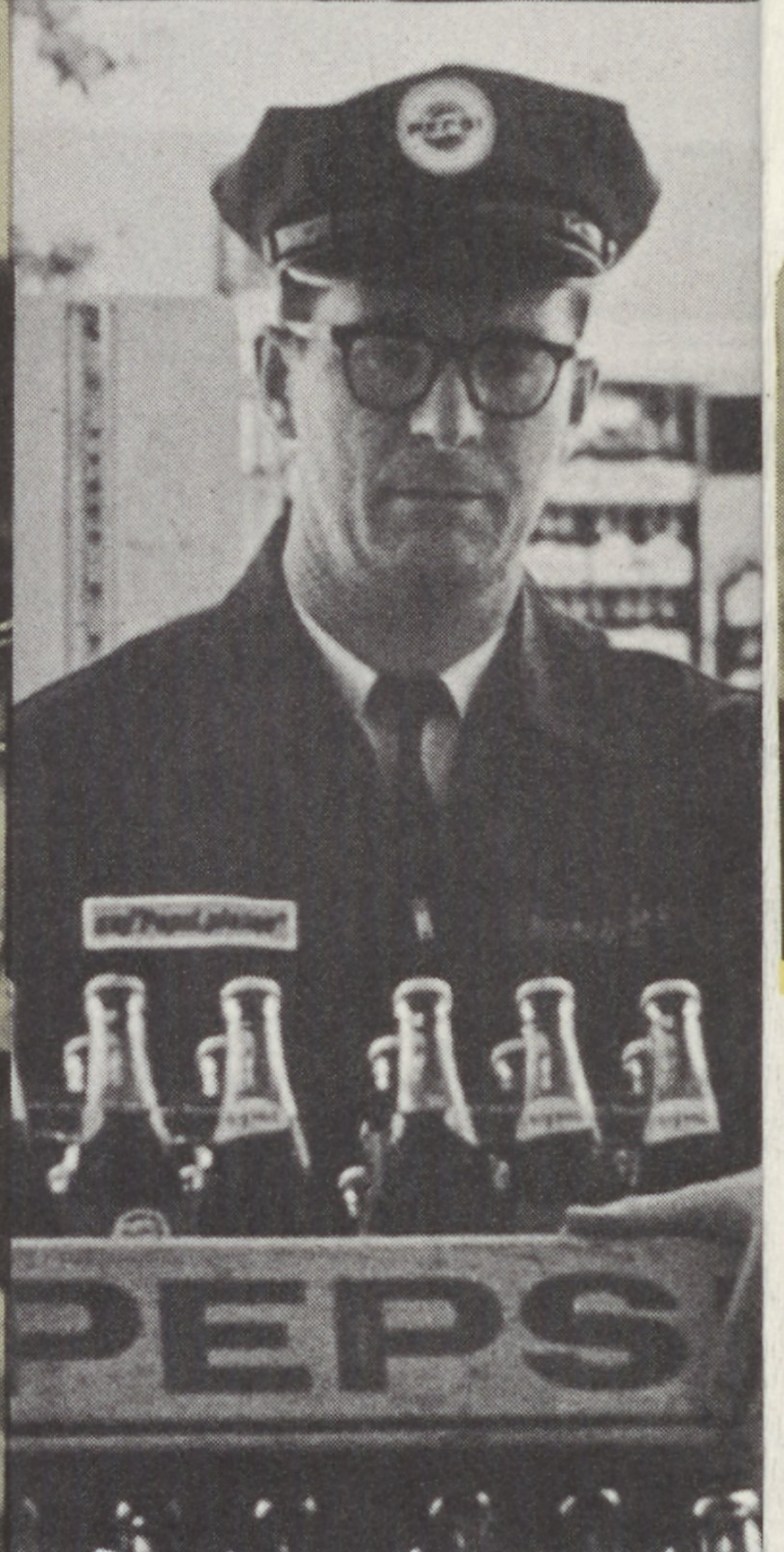
LEFT

■ Also . . . pick up empties and, while you're at it, help straighten out competition's empties. Help the dealer keep his storeroom clean and uncluttered.



RIGHT

■ Make calls on the day you're expected — and make each stop on schedule so the dealer is ready and isn't left waiting.



■ Keep promises and take care of complaints promptly — and act in the dealer's store as if you were an invited guest in his home . . . and that includes being courteous and helpful to his customers.



■ "It's obvious!" says Obvious. "I have a sincere desire to help my dealers. I look, talk and act sincere. That builds goodwill!"



That's how Obvious Jones won his first letter — the big "G" for Goodwill. He'll be a four-letter man, for sure . . .



"Why not? If the four rules of Marketing work for them — they'll work for me. That's obvious!"

Yes, practice **THE COMPLETE CALL** and you'll be a Marketing **GRAD**, too . . .

G stands for goodwill... look—act—talk
sincere—be sincere.

R stands for refrigeration... load bottle
coolers—vendors—carton display
coolers.

A stands for advertising... place—check
—maintain point-of-purchase signs.

D stands for display... clean — stock —
rotate take-home displays.

IN EVERY OUTLET — ON EVERY CALL

EARN YOUR "G" FOR GOODWILL

Answers at bottom of page. Score 1 point for each question in which you've answered all parts correctly.

1. Goodwill is just one part of The Complete Call. Name the others:

GOODWILL

R _____

A _____

D _____

2. More sales are made as a result of _____

_____ between salesman and customer than anything else.

3. List three factors of appearance that will help raise a dealer's opinion of you:

1. _____

2. _____

3. _____

4. Next, after your appearance, the customer judges you by your _____ and by your _____.

5. The key to goodwill is S_____Y.

6. How can you build goodwill as soon as you enter an outlet?

7. An important way to build goodwill and show the dealer you are concerned with his profits is to:

A. () Escort him to the bank

B. () Make sure he doesn't run out of Pepsi

C. () Charge him less for Pepsi

D. () Shop in his store

8. How can you build goodwill when the time comes to collect?

9. Explain why you should think of yourself as a partner to each of your dealers.

10. To particularly impress a dealer and build goodwill, pick up your Pepsi empties and:

A. () Break them

B. () Wash them out

C. () Help straighten competition's empties, too

D. () Tell him when you will remove them

11. The dealer expects you to be courteous and helpful to his C_____S.

12. When a dealer complains about something, you should:

A. () Tell him you're busy

B. () Show him he's wrong

C. () Take care of it promptly

D. () Make a mental note

ANSWERS

1. Refrigeration, Advertising, Display; 2. Friendly relations; 3. Clean-shaven, neat uniform, shined shoes; 4. Words, actions; 5. Sincerity; 6. Greet dealer by name; 7. B; 8. Make out the bill neatly and correctly; 9. You both profit from Pepsi sales; 10. C; 11. Customers; 12. C.

10 or more points OBVIOUSLY YOU'RE A GRAD

8-9 points YOU PASSED

6-7 points YOU'RE IN TROUBLE

5 or less points YOU FLUNKED



TRAINING SERVICES

