

## The Singer Salesman's Promise—To Himself

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In my work I WILL:

- A—Lay out and prepare each day's work the previous evening.
- B—Reach the Shop not later than 8:00 A.M.
- C—Commence actual canvassing not later than 9:00 A.M. and canvass three hours in the morning and two hours in the afternoon.
- D—Keep away from the Shop during the working day.
- E—Sell at least two sewing machines every week.
- F—Search for the point of contact by inducing the prospect to talk.
- G—Endeavor to let no day pass without interviewing thoroughly ten new people and giving at least two complete demonstrations. In other words, to circulate, instead of encircling.
- H—Cut out "China Eggs" and do not call on a prospect after the third interview for at least three months.
- I—Use my present customers more and get leads from them, or from my prospects, since these are the best sources of new business.
- J—Solicit the better class of trade and thereby increase the sales value of each sale and my commission.
- K—Pledge myself absolutely to endeavor to secure ten new prospects each and every week to add to my list of my prospective customers.
- L—Try to do some night work every week—at least two evenings.
- M—Seek constantly to improve my "habit sales talk" and to learn more and more about Singer and Singer products.
- N—Study myself. Preach and practice the doctrine of self-recognition and trace all trouble right back to the source—to myself—where troubles begin and end largely.
- O—Keep myself in at least as good condition, physically and mentally, as I would a race horse. I must keep primed for my work.
- P—Not forget to smile.