

OUTLINE FOR BUILDING DEALER SALES AND PROFIT

(Let's Check the Following Merchandising Tools—TOGETHER!)

Dealer Location:

Good _____

Fair _____

Poor _____

Dealer's Name _____ Individual _____ Date _____
 City or Town _____ State _____ Population _____ Trading Area Pop. _____
 Type of Bus. _____ Last Year _____ Competitive Purchases _____ No. S-W Dealers _____
 S-W Purchases _____ Last Year _____ in Town _____

WHAT IS YOUR LOCAL SALES POTENTIAL?

Painter Sales Last Year \$ _____ No. Painters Sold Last Year _____
 Potential Painter Sales (Per Yr.) _____ Competitive Paint Stores in Area _____

SOURCES OF BUSINESS

Homes in City or Trading Area _____ Architects _____
 Painters _____ Builders _____
 Schools _____ Churches _____
 Hotels _____ Theatres _____
 Libraries _____ Banks _____

MERCHANDISING FEATURES YOU'LL NEED TO MAKE YOUR STORE PAINT HEADQUARTERS

ADVERTISING FEATURES	Has	Has Not	Ordered	Comments
Style Guide Window and Store Displays				
SWP Window Display				
Kem-Tone, Super Kem-Tone and Kem-Glo Window Display				
Paster Trim				
Super Kem-Tone Panel Board				
Kem-Glo Panel Board				
S3354 Style Guide Enclosure				

STORE IDENTIFICATION	Has	Type	Condition	Has None	Type Needed	Type Ordered	Comments
*Type S-W Sign							
Window Decals							
Paint Department							
Truck Identification							
*See Catalog For Type Signs Available							

PLANNED OUTSIDE SELLING PROGRAM

Has Outside Paint Salesman --- Full-Time () — Part-Time () — None ()
 Contacting Painters () — Industrial () — Others ()
 Using Newspaper Advertising: — Yes () — No () — Mats Ordered: — Yes () — No ()
 Using Radio Spots: Yes () — No () — Comments: _____

MERCHANDISING FEATURES AT DEALER COST				Quantity Needed	Quantity Ordered
1951 Style Guides @	each				
Style Guide Stand @	each				
Style Guide Companion Large @	each				
Style Guide Companion Small @	each				
1951 Home Decorator @	each				
Imprinting of Home Decorator @	per hundred				
Envelopes @	each				
Envelope Imprinting @	per hundred				
S3355 Weathered Handbill @					
PA 131A Painter Color Catalog @ \$1.00 each					
Extra Business Getters (See "Dealer Aids" Booklet)					

DEALER STAFF MEETINGS	Dates Scheduled

Sales Training Booklets — Ordered: Yes () No ()

NOTE: Write Gen'l. Sales Training, Cleveland, for complete catalog and "props" available for staff meetings.

REP. TER. _____ **THIS IS NOT AN ORDER BLANK** DIVISION _____

(Fill out in Quadruplicate: 1 copy to DEALER, 1 copy to DIVISION MGR., 1 copy to REPRESENTATIVE, 1 copy to R. E. SPRINKEL.)

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