

SELLING DUTCH BOY PRODUCTS

The Dutch Boy's prestige has sales value that our salesmen should take advantage of at every opportunity.

National advertising for many years has made Dutch Boy known to millions of home owners, painters and other users and specifiers.

Dutch Boy's reputation for high quality has been carefully built up and even more carefully guarded during generations of use.

Thousands upon thousands of long-lasting, good-looking paint jobs testify to why users prefer Dutch Boy.

Such wide consumer acceptance is the basis of convincing sales points that salesmen can use in selling Dutch Boy.

SELLING DUTCH BOY TO DEALERS

Here are a few that are effective in contacting dealers:

1. The Dutch Boy cuts selling time. This is true of any product that has as wide consumer acceptance as Dutch Boy. Time thus saved can be devoted to customer service or sales of other items in the store.
2. The Dutch Boy helps build reputation for quality. Every successful dealer knows that quality merchandise, such as Dutch Boy, is the only sure foundation for a substantial and profitable business.
3. The Dutch Boy assures repeat business. Users of Dutch Boy are satisfied customers and, it naturally follows, are repeat customers. Most dealers consider satisfied customers as their stores' best advertisements, helping immeasurably to increase their business.
4. Dutch Boy attracts trade. It naturally follows that customers drawn to a store by Dutch Boy's popularity are also prospects for other profitable items.
5. The Dutch Boy draws volume business. Most painting contractors favor Dutch Boy and this is volume business—the mainstay of every successful paint store.

SELLING DUTCH BOY TO PAINTERS

Some of the foregoing sales points will also interest painters:

1. The Dutch Boy helps sell paint jobs. When the painter mentions he will use Dutch Boy, it is an important point in his selling effort that gets an immediate favorable response, so wide is Dutch Boy's consumer acceptance.
2. The Dutch Boy helps build reputation for quality. The slogan, "Dutch Boy is good paint's other name" is in the minds of thousands of property owners, so when the painter promises to use Dutch Boy, the prospect is more than half sold on the idea that the job will be a quality job.

The fact is, the Dutch Boy's reputation for quality products is a valuable sales asset in contacting any type of prospect.

TWO LINES OF DUTCH BOY PRODUCTS

Dutch Boy paint products are marketed in two separate lines—differing in package design, distribution policy and basic composition.

One line, since its package design is in black and yellow colors and since it includes only white lead, oxides and companion products, is commonly called "the black and yellow line" or "the white lead and oxide line."

The other line, since its package design is in blue and white colors and since it includes only multiple pigment paints, is commonly called "the blue and white line" or "the mixed paint line."

The black and yellow line is permitted a wider distribution than is accorded the blue and white line. However, in each case the selection of outlets must be made with great care to serve the best interests of both dealers and the Company, and in strict conformity with the national distribution policy which is entrusted to your Branch Management to enforce.

SALES POLICIES

In carrying out the national distribution policy, these points should be kept in mind in selling our two paint lines:

1. Dealers selected to handle the blue and white line should also be sold the black and yellow line or at least those items that will put them in a position to meet customer demand.
2. Dealers selected to handle the black and yellow line *only* should not, of course, be sold any items in the blue and white line.
3. Push the sale of our blue and white line of paints at every opportunity. Promote and demonstrate their advantages even to the prospect who continues to prefer white lead, being very careful, however, not to question his judgment in choice of products. If nothing else, this will familiarize the confirmed "white-leader" with the merits of the new line against the time when he may decide to change his type of paint. The same policy applies, of course, to our interior products, both in the black and yellow line and in the Wonsover line of flat wall paints.

In establishing the foregoing sales policy, there is naturally no intention of disparaging white lead in the slightest degree. White lead makes as satisfactory a paint today as it ever did. As always, it can be depended upon for unexcelled working qualities, adhesion, film integrity, and extreme durability. Where it suffers in comparison with modern-day mixed pigment paints is in appearance. These provide vastly greater hiding and also maintain a cleaner, brighter look over the years, which of course accounts for their wide acceptance and large sale.

The fact must not be overlooked that paint technology has advanced by leaps and bounds in the last couple of decades. New materials, new equipment, new processes have been developed. Old materials, old methods have been improved. Specifically, mention might be made of "titanium" (pioneered, incidentally, by National Lead Company). With the advent of titanium di-oxide pigments have come house paints possessing better coverage, whiteness, tint retention and self-cleaning ability. Then there are the newer vehicles, assuring improved sealing, leveling and wearing qualities.

Somewhere along the line, every salesman is bound to run into the question: "Which is better—the Dutch Boy Blended House Paint or white lead and oil?" Considering that we have been advocates of straight white-lead paint for so long, this question is inevitable. There is only one answer, if the question is met fairly and honestly. That answer, emphatically, is, "*the Blended Paint*." And the reason why is that our multiple pigment paint, in addition to matching white lead's durability and other desirable qualities, outmatches it in the thing property-owners want most—maintenance of fine appearance.