

bryant sales aids

SALES TRAINING
VISUAL AIDS

Bryant Heater Presents



"SALES ARE THE PAY-OFF"

A Sales Training Motion Picture in Sound and Full Color
and 4 NEW, SOUND SLIDE TRAINING FILMS

- The History of Home Heating
- Systems of Home Heating
- Warm-Air Heating
- Radiation Heating

BRYANT HEATER COMPANY • 17825 ST. CLAIR AVENUE • CLEVELAND 10, OHIO

SEE YOUNG SAM CLARK PROVE
THE "PLANNED SELLING" METHOD AS
HE OUTWITS HIGH-PRESSURE SALESMAN
WALDO CLUMP, IN BRYANT HEATER'S FILM

"SALES ARE THE PAY-OFF"

THE STORY OF A SALE!

★ 30 SPARKLING MINUTES OF ENTERTAINMENT AND INSTRUCTION IN
SOUND AND FULL COLOR... THE "PLANNED SELLING" METHOD IN ACTION!



1. Waldo Clump is the type of salesman who spends his time over coffee and the morning paper. Waldo figures the world owes him a living... and says so. He has a special contempt for hard-working salesmen like...



2. Sam Clark, who schedules his work and works his schedule. Waldo tries to show Sam up by giving him a tip on a prospect with a reputation for "eating salesmen alive". But Sam makes detailed preparation for his first call on...



3. The Taylors. Mr. Taylor won't buy anything, anytime, from anybody. But he agrees to let Sam try. Sam, with the survey of the Taylor home that he has made previously, and with all the data and estimates at his finger tips, begins his story.



4. It's a long haul for Sam, because Mr. Taylor has lived up to his reputation. Many words pass before Sam begins to break down the prospect's objections. Finally, Mr. Taylor asks, "How much will it cost?" and Sam reaches for his order blanks.



5. The Pay-Off! Imagine the great chagrin of Waldo Clump when he hears that young Sam Clark has sold Mr. Taylor a Bryant gas-fired installation! Here's Sam with the proof that "planned selling produces sales."

"Sales Are the Pay-Off" was produced for the purpose of illustrating "planned selling", a simple, direct method that can be easily learned by the heating salesman and used as a basis for his own individual style of presentation.

In this film, the three-step plan—quickly summed up by the phrase "investigate, translate and negotiate"—is dramatically presented through the story of Sam Clark, young heating salesman, whose faith in the plan, in the face of ridicule by his competitor, is rewarded when he closes a sale with a difficult prospect. The material used to make this picture was taken from actual experiences of salesmen in their tasks of leading their prospects to conclude that they wanted the advantages of gas heating and could afford them.

"Sales Are the Pay-Off" presents the "planned selling" story in thirty minutes of full-color action and colorful dialogue, generously injected with humor to entertain as well as instruct an audience of heating sales trainees. The film traces every step of the selling procedure, cleverly emphasizes the key points through the actions of its characters. It is a 16 mm. motion picture in full color.



This sale paid off for Mr. Taylor, too! Look at these "before and after" shots from the film and you'll agree that Sam isn't the only one who benefits from "planned selling."

SEE BACK PAGE OF THIS
SALES AID SHEET FOR DETAILS
ON BRYANT HEATER'S
INFORMATIVE, HOME HEAT-
ING, SOUND SLIDE FILMS

THE HOME HEATING STORY . . . COMPLETE ON 4 NEW

Bryant Sound Slide Training Films

Each film in this set of four is complete in itself . . . but each is a part of the *complete* home heating story.

These films provide a knowledge of the background of the heating business, a knowledge of the product to be sold and the service it gives to the buyer . . . knowledge that is the basis for good salesmanship.

The fund of information contained in these films is invaluable in the instruction of heating sales personnel

and should be included in every sales training program. Developed as part of Bryant's Sales and Service Training Programs, the films cover home heating from the discovery of fire to the most advanced types of warm-air and radiation heating systems; help the sales trainee to know his product and its market.

Films are 15 minutes each in length, four films to the set, complete with sound recordings.

"THE HISTORY OF HOME HEATING" Bryant Slide Film Program No. 1



The caveman, ancient Egyptian, and Ben Franklin, among others, have their places in the history and development of home heating, as shown in this film.



"SYSTEMS OF HOME HEATING" Bryant Slide Film Program No. 2

How the characteristics of heat travel are utilized to provide adequate cold-weather comfort and protection in the home are covered in this easy-to-understand film.



"WARM-AIR HEATING" Bryant Slide Film Program No. 3

Forced-air or gravity, warm-air heating is far from cut and dried. Reviews all methods of arrangement, shows how each type of Bryant equipment does its special job.



"RADIATION HEATING" Bryant Slide Film Program No. 4

Steam, vapor and hot-water central heating systems and the operation of the boiler in the transfer of heat from fuel to water are explained in this film.

