

A Successful Store Cooperates

With It's Superintendent

Letter Number 27

EVERY superintendent on the road appreciates a friendly reception, a careful consideration of his suggestions, and a sincere trial of his recommendations. Each store and its manager is more or less isolated from the others and the big value of a superintendent to the Company lies in his ability to pick the best ideas out of each store and to carry them on to the other stores. In this way all stores are kept moving forward and all gain from each other's experience.

The successful manager is eager for this help and these suggestions. He knows that what has worked successfully in other stores is worthy of a trial in his store. He trains his organization to make suggested changes at once and to show the superintendent that they are all keen to improve their counters. He listens carefully to criticism and earnestly tries to correct the weaknesses which the check has uncovered. He will not permit a bit of hostility or antagonism because he knows that the superintendent is there to help him run a successful store.

And the superintendent, on leaving, pays this manager the compliment of saying, "I like to come to your store. Your organization is so friendly and eager to cooperate, it is a pleasure to give suggestions. They carry out my recommendations so quickly that I scarcely leave the counter before it is as I think our customers would like to see it."

This kind of spirit will guarantee you a successful year.