

## SALESMANSHIP AND SELLING PRACTICES

The mental attitude of the employees and methods of approach to customers were found to reflect, in most cases, the type of employer. They are also an index of efficiency or inefficiency in the operation of the store, and to some extent are an indication of the methods and principles laid down by the management. The importance of tact and salesmanship in retail meat markets has not been given sufficient attention generally by operators.

Markets were studied where boys of high-school age were employed as clerks and salesman. In such cases they possessed little or no knowledge of the business, yet they were supposed to advise customers intelligently concerning the different kinds, cuts, and quantities of meats. Because of such methods, frequency of mistakes are increased, dissatisfaction results, and loss of customers follows. Efficiency in meat retailing requires an intimate knowledge of the

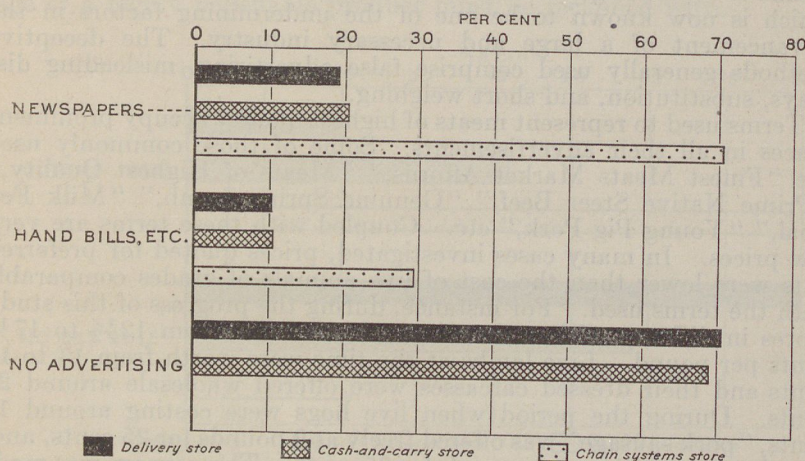


FIG. 8.—Percentage distribution of the various types of stores according to advertising practices. The chain systems all advertise in some way but only about 30 per cent of the delivery and cash-and-carry stores advertise in any form

business. Retail dealers should therefore give greater consideration to qualifications of employees.

Advertising on an extensive scale is not practiced generally by the retail-meat trade. Many dealers, especially those handling better grades of meat, stated that they do no advertising because consumers do not understand or know meats and from a comparison of their advertised prices with others handling poor grades but not so advertised, potential customers would probably not be able to draw fair conclusions.

## MISLEADING PRACTICES AND DECEPTION

Misleading practices in the retail-meat trade form such an important retarding factor in the proper development of the industry that special attention was given to the subject in this study and special attention must be given to it in this bulletin, although it should be emphasized that the study seemed to show that such practices involve only a small percentage of retail-meat distributors in any city. But some were found in every city, and in all cases these dealers are very active and