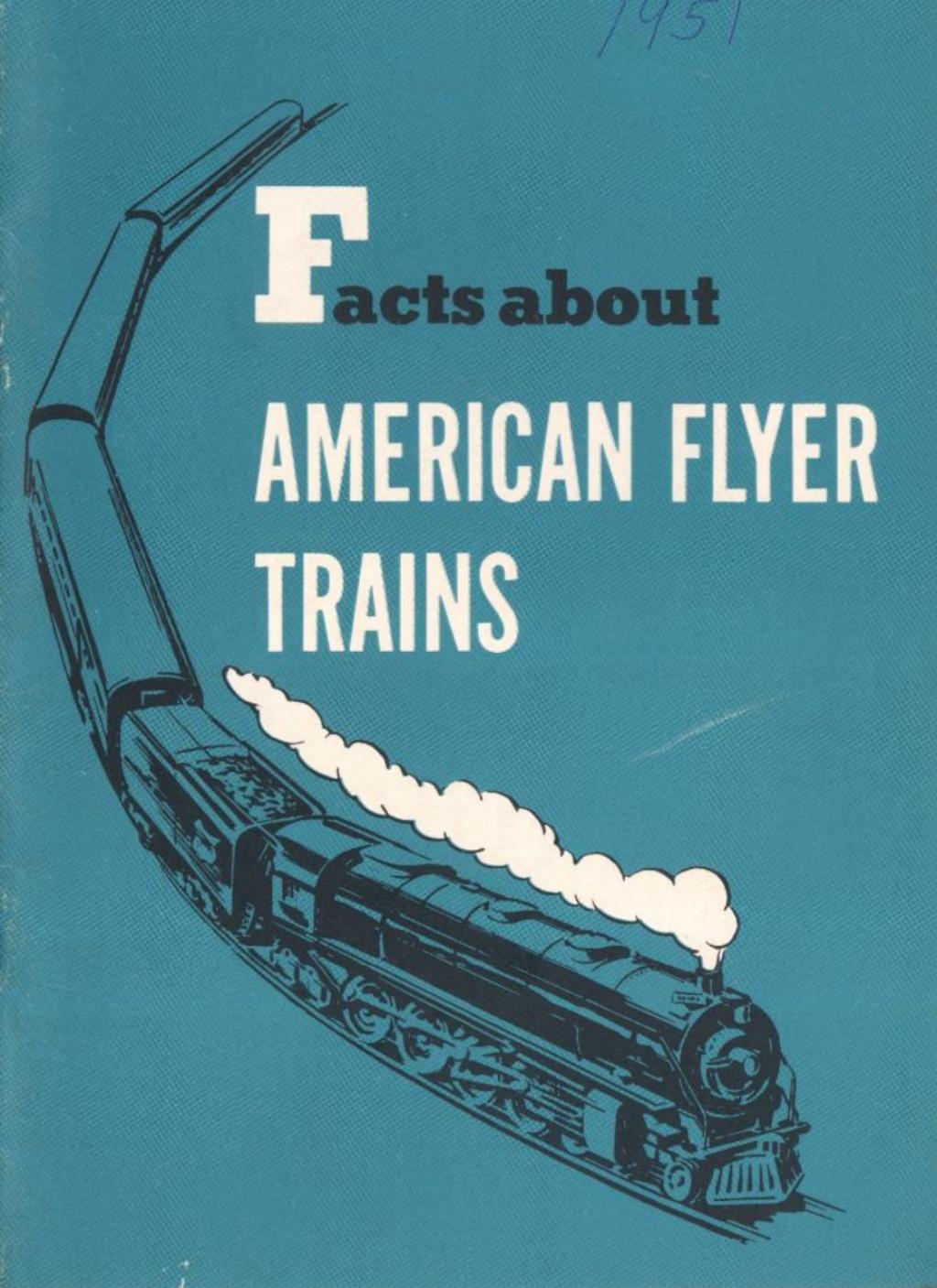
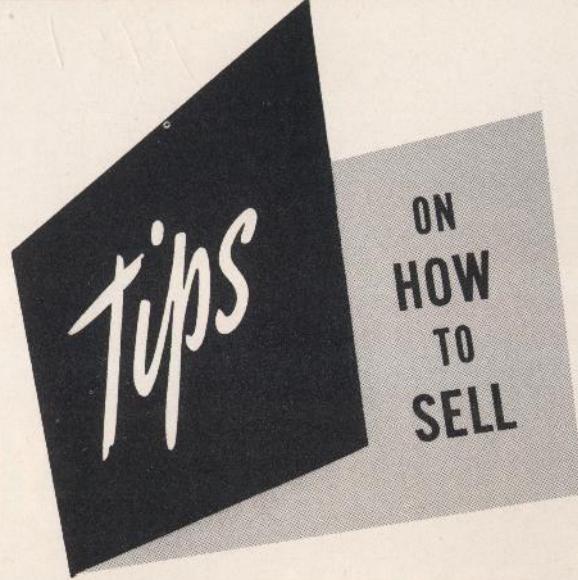


1951



Facts about AMERICAN FLYER TRAINS



AMERICAN FLYER TRAINS

..... Practical Pointers for Retail Sales People

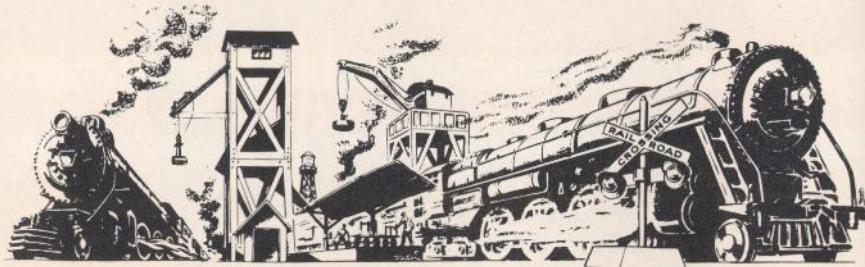
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SELLING TRAINS IS FUN—AND BIG BUSINESS

Most sales people really enjoy selling American Flyer trains and accessories. There are so many exciting and spectacular features to talk about — which makes your sales job simpler — and it's fun to watch the interest and amazement in people's faces when you demonstrate a train or some equipment.

And another thing: American Flyer trains give you an exceptional opportunity to build up a fine sales record. Just consider, for example, how many \$2.00 toys you would have to sell in order to equal the total you take in on the sale of, say, the No. 5107W American Flyer Santa Fe Diesel Freight set or the No. 5110 Union Pacific Freight outfit.

Furthermore, the public interest in and enthusiasm for model railroading is something which has grown enormously during the past few years. The number of boys — all potential American Flyer customers — has increased greatly since the War. All this can add up to very substantial sales figures by December 24th.

KNOW YOUR TRAINS!

Learn the features that make American Flyer best so that you can talk about them with enthusiasm and conviction. This is most important. Post yourself on the features of each set — its operating cars, its locomotive with smoke and choo-choo, its built-in whistle, etc. — so that you can point them out to your customers. Have the prices and other information right at your fingertips. When you have to leaf through the American Flyer Catalog in order to answer a question or supply information, the customer loses confidence in you.

Next — and very important — set your sights to sell the finer, more expensive American Flyer outfits. The finer the set, the more everybody benefits: the sets have infinitely more play value for the customer, your own sales record is better, and the store realizes more profit dollars.

Another thing: while you are selling your customer a set of trains, sell him also — as a long range objective — the idea of a complete model railroad system.

Here's why. Setting up a train on a loop of track and running it is fun, sure, but the novelty is apt to wear off after a time unless other operations can be added. Compare this with the fun of having your locomotive pick up freight and passenger cars on sidings, of highballing your fast passenger through a long tunnel, of sending your switcher freight train over to the log loader to pick up a load — all by remote control! Contrast a single loop of track on the living room floor with a table height layout, beautifully landscaped and textured, with farmlands, highways, rolling hills, mountains, streams, hedgerows, etc. This is the fun of model railroading and this is the sort of fun your customer will have when he starts his own layout.

Study the cover and page 5 of your 1951 American Flyer Catalog. The colorful setting shown there — the long stretches of mainline track, the spurs and sidings, the mountains and tunnels, the exciting array of American Flyer trains and operating accessories — helps to capture the interest and thrill of model railroading. It is this interest which you should try to transmit to your customer. Make him feel that his purchase is the start of a long and fascinating hobby for him and his boy. It is an investment in his son's happiness.

THE MOST ECONOMICAL GIFT OF ALL!

You may encounter resistance from some customers in the form of such comments as: "Your trains are nice, all right, but they're so expensive!" Actually, they are not — they're one of the most economical gifts that can be bought. Point out that the life of an American Flyer train has never been fully determined! Some of them are still operating after more than 30 years of service. And, unlike toys which are played with a few times and then laid aside for good, American Flyer trains are played with year in and year out for several years. A toy with a life such as this is certainly not expensive, no matter what the cost, and American Flyer trains offer considerably more for the money than any other electric trains on the market. Make this point clear. It is important.

Remember: once you sell the customer on model railroading you assure your store of continuing sales. A true model layout constantly expands. Accessories and new cars and locomotives are added to the line. Then more track is required, to handle the increased load. Additional switches are needed to set up spurs and sidings. More transformers are bought to take care of the added current needed. And so it goes. The customer is pleased with his growing American Flyer railroad empire — and your store has a regular patron.

THE COMPANY BACK OF THE PRODUCT

The A. C. Gilbert Company is one of the largest toy companies in the world and its reputation and prestige are solidly established. It has become famous to millions as the company which makes Erector sets, the finest construction toy ever created. You may find it helpful to point out that American Flyer trains are made by the same company which produces the nationally-known Erector sets.

You can also tell your customers about the Gilbert Hall of Science, featured for years in national advertising in newspapers and magazines, on radio and television. The Gilbert Hall of Science, staffed by engineers and technical research experts, was established years ago to improve existing Gilbert products and develop new ones. Such American Flyer exclusive features as two-rail track, smoke and choo-choo, scale model trains, etc., were created at the Gilbert Hall of Science.

There are Gilbert Halls of Science in New York, Washington, and Miami. Urge your customers to visit them when in these cities.

AMERICAN FLYER GUARANTEE

All American Flyer trains and equipment are guaranteed against defects in material or workmanship for a period of one year from date of purchase. This is a very liberal guarantee of quality, and you should use it as an assurance to customers of the fine engineering standards to which American Flyer trains and equipment are built and the rigid inspection to which each unit is subjected.

Units coming within this guarantee may be sent to The A. C. Gilbert Company, New Haven, Conn., or to any authorized American Flyer Service Station, whichever is more convenient for the customer.

AUTHORIZED SERVICE STATIONS

Electric trains, like automobiles, require servicing from time to time, and American Flyer has established Authorized Service Stations in a number of cities to handle this work. These Service Stations have specially trained technicians and are thoroughly qualified to render prompt, reliable service. Your store has an up-to-date list of the names and addresses of these American Flyer Service Stations.

WHY IS AMERICAN FLYER BEST?

In order to sell an American Flyer set you must convince your customer that it is the best electric train he can buy. This is not a hard task, because American Flyer has so many dramatic features that competing lines cannot offer.

One of the foremost is realism. This is most important. A model train is a miniature — or should be — of a real-life train. Unless it resembles it in appearance and in performance, unless it has authentic detail and proportion, nine-tenths of its value is lost. A boy wouldn't want to play with a toy automobile or truck that looked like nothing he ever saw on the highways. Neither is he interested in electric trains that don't resemble the passengers and freights he has seen speeding along real-life tracks.

American Flyer trains make a feature of being realistic. They are designed and built from actual blue prints supplied by such railroads as the New York, New Haven & Hartford, the Pennsylvania, the Santa Fe, the New York Central, and others. They are authentic and accurate. Their scale is $3/16$ " — that is, $3/16$ of an inch in each American Flyer locomotive and car equals one foot in the real train. This is also known as "S" Gauge, which means the same thing.

"S" GAUGE VS. "O" GAUGE

Your customers may inquire why "S" Gauge (or $3/16$ " scale) is better than "O" Gauge. The answer is important and you should be thoroughly familiar with the reasons.

First, if an electric train is to be a true scale model (and no one will argue this point!) it must be built to the same scale as the real train of which it is a copy. Every railroader, every hobbyist will agree with this.

BUT, if an "O" Gauge train is built to exact scale, its track would take up a diameter of 72 inches, as compared with only 40 inches for "S" Gauge! Seventy-two is a lot of inches, to achieve the same scale realism that can be gained in 40 inches. And don't forget that 72 inches is a MINIMUM area, not including sidings, yards, terminals, etc. In short, true "O" Gauge would consume far too much space for the average home, and that's why American Flyer engineers selected the far more practical and popular "S" Gauge.

"S" Gauge
40" Diameter
American Flyer



"O" Gauge
72" Diameter
other mfrs.

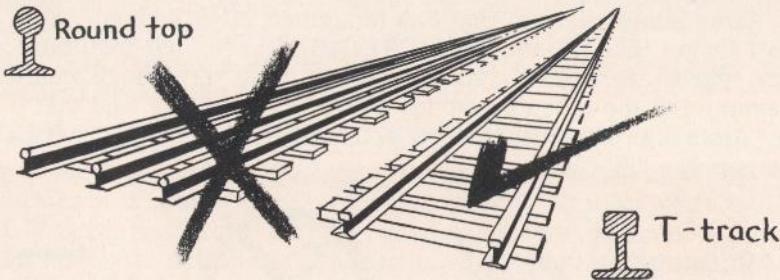
Make clear to your customer that if he buys tinplate "O" Gauge he buys a train that is unrealistic because it is NOT IN SCALE. And scale is one of the chief features of any electric train — as any model railroader will agree.

Be sure to point out that $3/16$ " scale takes up a floor or table area of only SIX SQUARE FEET for a TWO-LOOP system, or about HALF the requirements of an "O" Gauge layout!

AMERICAN FLYER TWO-RAIL TRACK

The development of two-rail track by American Flyer was one of the most important advances ever made in model railroading. It has made ordinary three-rail track as old fashioned as the horse and buggy. NO MODEL TRAIN CAN BE REALISTIC UNLESS IT RUNS ON REALISTIC TRACK. And there is certainly nothing realistic about three rails!

Three-rail track necessarily looks like "toy" track because it is so glaringly different from actual track real trains use. The ONLY electric train track that is realistic is two-rail — and that is what American Flyer, and only American Flyer, has.



Of course it is always true that when one manufacturer is first with a spectacular improvement, others are inclined to raise all kinds of fantastic and imaginary objections to it. It is interesting to recall, for example, that when a few progressive automobile manufacturers first equipped their cars with self-starters and four-wheel brakes, competitors went to great lengths to "prove" that these devices were impractical and sure to cause trouble. Objections to 2-rail track for electric trains are equally ill-founded.

Naturally, there were many technical problems to be solved in inventing 2-rail track — and nothing better demonstrates the

leadership of the Gilbert Hall of Science in engineering research than the perfecting of electric trains with 2-rail track. That American Flyer 2-rail track sets are as trouble-free as old-fashioned 3-rail systems is proved by the fact that hundreds of thousands are in successful use.

It is perhaps understandable that some manufacturers are reluctant to invest the necessary funds in engineering research and new production facilities to make the change from 3-rail track to 2-rail track. But the thinking back of American Flyer is different. Two-rail "T" track is the right track — and the only right track — because it is what a real railroad uses. And American Flyer cheerfully went to the expense of bringing railroad fans this extra realism.

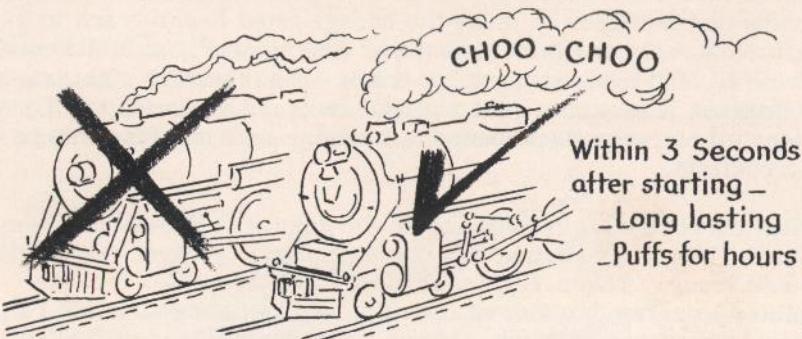
When correctly engineered, as is the case with American Flyer, 2-rail "T" track eliminates troubles commonly experienced with 3-rail track. Three-rail track must have the center rail insulated to carry one side of the current, as the two outside rails carry the ground current. At any spot where third rail insulation breaks down, a short is developed, which shorts out the entire layout. This does not happen with 2-rail track. If one insulation breaks down, nothing is affected, because both rails are insulated.

Critical inspection of 3-rail track shows that the rail itself is round in shape. There are two serious objections to round rails. First, they are totally unlike the rails of any real railroad. Second, round rails do not provide the surface contact with wheels to give maximum traction.

One more point. You may hear that it is impossible to make a track layout with a reverse loop with 2-rail track. At one time this was true. But today American Flyer ingenuity has solved the problem. To make a reverse loop with American Flyer track, it is only necessary to buy a Reverse Loop Kit, which is inexpensive and easy to install.

REAL SMOKE SYNCHRONIZED WITH TRAIN SPEED

American Flyer was the first to introduce locomotives that puff real smoke — and American Flyers are still the only trains that have the smoke positively synchronized with train speed. That is, when the train is moving slowly, the smoke comes out in slow, lazy wisps. The faster the train goes, the more smoke it puffs.



Not only was smoke pioneered by American Flyer, but it is still far, far superior to anything since created by competing trains. The most dramatic way of illustrating the difference between American Flyer smoke and ordinary smoke which competing electric trains have is to show both in action, if this is possible. Smoke from American Flyer locomotives is thick, realistic, quick-starting, long-lasting, and **COMPLETELY REALISTIC**.

Smoke produced by competing locomotives is thin, wispy and ineffective. It takes a long time to "get up steam" and lasts for only a few minutes.

So efficient is American Flyer's smoke mechanism that locomotives start to puff smoke within 3 seconds after they are started, and the smoke is clearly visible under all light conditions -- even in total darkness.

A locomotive will puff smoke for hours on only one smoke cartridge, and a new cartridge can be added in a few seconds. Simply squeeze the contents of a smoke cartridge into the small hole in the smoke stack.

In talking to women about American Flyer smoke, it is well to assure them that it does not smudge draperies or furnishings, and is completely harmless if taken internally by accident.

American Flyer smoke is far more realistic than any other kind because it is puffed out under pressure. In addition, the smoke generator — which consists of a piston operating in a cylinder — is located in the locomotive and operated by the same motor that drives the train. That is why the smoke is perfectly synchronized with train speed at all times.

CHOO-CHOOS SOUNDS SYNCHRONIZED WITH TRAIN SPEED

When you stand near a real steam locomotive, or listen to it speeding along the track, you hear a series of choo-choo sounds issuing from its smoke stack. These sounds are as much a part of the locomotive as its pistons, its sand dome, its smoke, and other identifying characteristics. It is what helps to make steam locomotives so appealing, so "alive" and vibrant.

But listen to most model electric trains, and they sound more like a sewing machine than a real locomotive. American Flyers — and only American Flyers — come with built-in "choo-choo" that reproduces the "choo-choo" sounds of a real locomotive under full steam. In addition, these "choo-choo" sounds are accurately synchronized with the speed of the train. Point out to customers how the "choo-choo" sounds change tone and tempo with every change in train speed — just as in real life.

You should know that the "choo-choos" are produced by the same mechanism that creates the smoke, so that the sounds come directly from the locomotive.

IMPORTANT — Synchronized smoke and "choo-choos" are exclusive with American Flyer, and one of the strongest selling statements you can make is: "American Flyers are the only scale model trains that puff real smoke and reproduce realistic 'choo-choo' sound effects — accurately synchronized with train speed." Tell this to customers and notice how it helps you make sales more quickly.

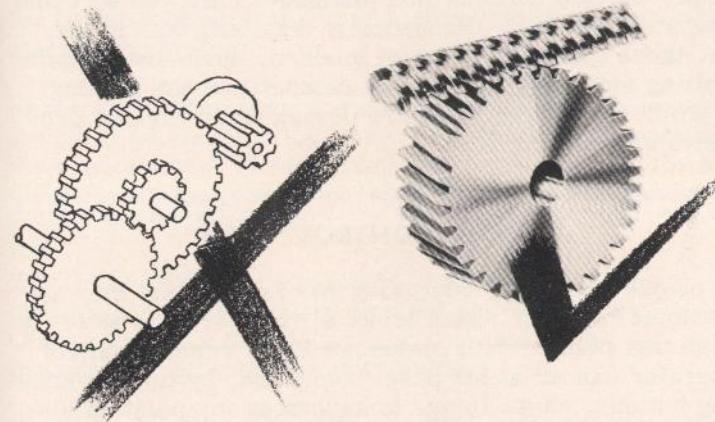
NEW BUILT-IN AIR CHIME WHISTLE

Another important advance in model railroading and brand new for 1951 is the sensational Air Chime Whistle, exclusive with American Flyer. It is an exact sound reproduction of the real-life Air Chime Whistle made by the Nathan Company and carried on many of the nation's crack trains. You'll find full details of this Whistle on page 3 of your 1951 Catalog. Read it thoroughly so that you can answer any customer questions. **ALL AMERICAN FLYER WHISTLE LOCOMOTIVES MADE IN 1951 WILL HAVE THIS NEW DEVELOPMENT.**



SUPERPOWER WORM DRIVE

Many electric train locomotives use a spur drive. While this is cheaper to manufacture, it has the disadvantage of causing the train to buck and jump, especially in starting and stopping. American Flyer uses a precision made worm drive that banishes jerky "jack-rabbit" pull and provides smooth, quiet operation at all speeds from a crawl to 120 scale miles per hour. Until recently, worm drive was a feature found only in very expensive trains. American Flyer uses it in all trains. This is further proof that American Flyer gives more value for the dollar.



AUTOMATIC COUPLERS — ELECTRIC UNCOUPLING

Coupling and uncoupling cars is a big part of the fun of operating an electric train, so be sure to point out that automatic couplers are standard equipment on all American Flyer cars and rear of tender. Cars can be coupled anywhere and give realistic close coupling. That is, the cars do not look too far apart. A remote control electric uncoupler comes with nearly every train set.

AMERICAN FLYER ROLLING STOCK

The Passenger and Freight cars shown in the color pages of your American Flyer 1951 Catalog are masterpieces of model railroading. Beautifully molded to include a wealth of detail -- grab rails, dreadnaught ends, inset windows, rivet heads, cat-walks, hatches, ventilators, etc., -- they are also built to high standards of strength and performance. Heavy, die-cast frames give them ruggedness and weight to hold the track at even fast speeds.

Note especially the new streamlined passenger cars you will find in the rolling stock section. Handsomely detailed, with sleek, fluted sides, these cars are the most modern, up-to-the-minute pieces of rolling stock available. The competition has nothing like them. Point this out as a feature of American Flyer's progress and advanced styling.

REMOTE CONTROL

Many sales people are so familiar with this feature that they assume the customer is, too. This is not always the case and it is well to stress this point. With American Flyer remote control the train operator can sit at his panel board and, by turning knobs and pressing buttons, cause things to happen at any point on his model pike. He can make trains stop, reverse, go faster, travel slower, etc. He can load and unload cars, dump logs, operate Cattle Yards, Coal Elevators and do many other remarkable feats. Do not overlook this important sales feature.

DIE-CAST LOCOMOTIVES

All American Flyer locomotives are die-cast and have Lucite electric headlights. Genuine die-cast construction is another expensive train feature that American Flyer uses throughout its

entire line -- even the lowest price trains. A good way to make a customer appreciate this feature is to place a locomotive in his hands and let him feel its weight.

AMERICAN FLYER — BETTER THAN EVER!

At no point in its long history have American Flyer trains and accessories been as fine as they are this year. When the huge array of Train sets and accessories was displayed at the New York Toy Fair last Spring, the buyers not only hailed the line as the finest in American Flyer history but the finest in the entire electric train field.

Never have there been so many new features, so many improvements in an already fine line. Leaf through the catalog and note the breath-taking fleet of Locomotives and Cars, the big assortment of Automatic and Operating Accessories, the large selection of Scenic Supplies.

You'll see Diesel Locomotives, sleek new Passenger Cars, exciting new remote control Freight and Work Cars, a colorful Circus Train, a Stock Yard and Car that is one of the most extraordinary accessories ever made.

You'll find an Operating Baggage Unloader that is unlike anything ever before created -- and truly remarkable. You'll see Rubber Roadbed -- an accessory which has become one of the most talked-about model railroad developments in years.

There are many, many other items, all brand new for 1951. Familiarize yourself thoroughly with all of them so that you can talk to your customers about the American Flyer line without making frequent references to the Catalog pages. As a guide, the following list is included to show the major additions to the 1951 line. This is not the total list of new features for '51.

- No. 5002T Circus Train
- No. 5107W Santa Fe Diesel Freight
- No. 5108W Santa Fe Diesel Passenger
- No. 5112T General Motors Diesel Switcher
- No. 771 Operating Stock Yard and Car
- No. 770 Baggage Loading Platform
- No. 773 Automatic Oil Derrick
- No. 772 Automatic Water Tower
- No. 769 Revolving Aircraft Beacon
- No. 768 Oil Supply Depot
- No. 774 Floodlight Tower
- No. 748 Overhead Foot Bridge
- No. 749 Boulevard Lamp
- No. 35 Brakeman with Lantern
- No. 29A Imitation Snow
- No. 33 Train Figure Set
- No. 714 Log Unloading Car
- No. 732 Operating Baggage Car
- No. 734 Operating Box Car
- No. 643 Circus Flat Car
- No. 644 Operating Wrecking Crane
- No. 645A Boon and Work Car
- No. 646 Power Floodlight Car
- No. 649 Circus Pullman Car
- No. 660 Streamlined Baggage and Club Car
- No. 661 Streamlined Coach
- No. 662 Vista Dome Pullman
- No. 663 Streamlined Observation
- No. 726 and 727 Rubber Roadbed
- New Air Chime Whistle

No other train line in the world has such a vast number of new and remarkable features. Make a point of this with your customers. It establishes American Flyer as the most progressive and forward-looking of all electric trains.

SELLING ACCESSORIES

Many stores find that the sale of Accessories comprises 50% or more of their total train business. Therefore, when you have sold a set of trains, your job is only half done. Get that extra sale, that plus sale that spells real salesmanship.

Point out the increased interest and excitement a set of trains has when accessories are added to it. Sell extra track and a pair of switches, explaining that increased trackage multiplies the number of things that can be accomplished on a layout.

If the outfit does not include a Transformer, be sure to make this clear and open the way for another sale. Tell your customer that the Transformer is the focal point of any model railroad; buying one with too small an output either limits growth and expansion of the layout or necessitates buying another Transformer later.

Many customers already have Transformers, but the power output may not be large enough. Determine this fact; it may mean an extra sale.

When you talk about Accessories, list the most important ones: the Talking Station, "Sam," the Semaphore Man, Billboard Whistle, Log Loader, Coal Loader, Electromagnet Crane, Operating Stock Yard and Car, Operating Baggage Loader, Oil Derrick, new Water Tower, Revolving Aircraft Beacon, Stations, Bridges, and Rubber Roadbed.

These are all Accessories with infinite play value and tremendous color and appeal. Acquaint yourself with the operation and description of these items in the Catalog.

TRACKS AND SWITCHES

The more trackage — mainline, sidings, and yards — a model railroad layout has the more interesting it becomes. Plenty of track means longer train runs, bigger terminals, features like reverse loops and sidings. Track is one of the most important parts of a model pike.

Hence, when you sell a set of trains or a piece of equipment, always try to sell extra lengths of track and a pair of switches.

When you sell track you should take a few minutes to talk about the remarkable new Rubber Roadbed described in the track section of your Catalog. This brand new accessory makes American Flyer two-rail track look exactly like a real railroad right-of-way and, in addition, is sound-deadening and non-slip.

SIZING UP YOUR CUSTOMERS

Trains have a fascination for everybody, but from a practical selling point, most customers come within the following classifications:

BOYS — ALSO GIRLS — If not accompanied by a parent, the chances are they will not buy in the sense of your writing an order. But don't think you are wasting your time in talking to boys. Give them the complete story, get them as enthusiastic as possible — and you will reap your reward when dad or mother come in later. Endeavor to plant in a boy's mind a demand for a specific set — a No. 5106WT or some other fine set. Tell him to give his parents that set number, so that he will be sure of getting what he wants. No one can do a better selling job on parents than the boy himself.

PARENTS — AND OTHER RELATIVES — If a parent asks for a set number because that is what the child wants, settle on that without further conversation — though you may be able to add some equipment to the sale.

The many jokes about dad playing with junior's train set are no exaggeration. No toy is so easy to sell to dads as trains, and this is particularly true of American Flyer because of its many features. Set your sights high in talking to dad. Don't be afraid to show him the finest sets. Point out how a set plus equipment enables two people to play at railroading together.

Mothers are usually less interested in mechanical details than dads. In talking to them you should put the main emphasis on the play value of trains, how wonderful they are for bringing a boy and his dad together, etc. Mother will also be interested in the small floor space an American Flyer system takes — and she will want to know that the smoke will not ruin her draperies.

ANSWERING CUSTOMERS' QUESTIONS

While it is impossible to anticipate all the questions customers can ask about trains, here are some of the most common.

Q — Are electric trains dangerous for children to play with?

A — No. The transformer reduces house current to an output of only 15 volts, which is so low as to be perfectly safe.

Q — Can American Flyer transformers and the No. 14 Electronic Rectiformer be operated on any house current?

A — Yes, if it is A.C. In a few cities, however, the current is D.C. and if this is the case an Inverter must be used to change the current from D.C. to A.C.

Q — What is the difference between "S" gauge and 3/16" scale?

A — There is no difference. American Flyer prefers to say 3/16" scale because that is the exact description of the scale.

Q — Are 3/16" scale track and switches interchangeable with "O" gauge?

A — No.

Q — Do all American Flyer cars have automatic couplers?

A — Yes.

Q — Can I operate my old locomotive and cars on 2-rail track?

A — If the locomotive was designed for three-rail track, it cannot be operated on 2-rail track. Any cars can be operated on 2-rail track, provided the trucks are made to 3/16" scale.

Q — Can American Flyer trains be operated without smoke?

A — Yes. They puff smoke only if new smoke cartridges are added after about every three hours of operation.

Q — Are all "O" gauge trains to scale?

A — No. But all American Flyer Track and Trains are 3/16" scale.

Q — Are electric trains expensive to operate?

A — No. At typical electric current rates, the cost of operating a one-train system will not average over half a cent an hour.

Q — Can all American Flyer track controls and cars be used with any American Flyer train set?

A — Yes. No matter whether you start with the least expensive or the most expensive train in the American Flyer line, you can add to it any track sections, track controls or cars.

Q — Can American Flyer equipment be used with "O" gauge as well as 3/16" scale systems?

A — Yes. It is correctly proportioned for both "O" gauge and 3/16" scale. Equipment includes transformers, automatic loading equipment, stations, bridges, etc.

Q — Are American Flyer trains and equipment guaranteed?

A — Yes, for one year after date of purchase. If any defects in material or workmanship show up within this time, the unit will be repaired or replaced without charge. Units may be sent to The A. C. Gilbert Company, New Haven, Conn., or to the nearest American Flyer Authorized Service Station.

Q — Can American Flyer transformers be used to operate other makes of electric trains?

A — Yes. American Flyer Superpower "Safety First" transformers are the finest and most reliable transformers you can use.

CLOSING THE SALE

The Christmas season is a busy one. Often, before you have finished with one customer, others are waiting to get your attention.

Knowing how to close sales quickly and without offending the customer is a nice art. Try this technique. Say in a confident tone, "Would you like to take it with you or shall I have it sent?"

Sometimes the "which" approach is effective. For example: "Which do you think he would rather have — the passenger train or the freight train?"

If you recognize the person as a regular customer or the customer looks responsible, the question, "Is this a charge?" will often bring a "Yes" reply or the remark, "I'll pay for it now."

