

# *Follow-Through* MAKES GOOD GOLFERS AND *Good Salesmen*



SMOOTH follow-through gives golfers greater distance, keeps 'em on the line, leaves easier approaches. *Telephone follow-through does the same for salesmen.*

Inquiry today? Probably he wrote your competitors too. Follow through by telephone and get there *first*. If it's worth a personal call, you can make an appointment that will save a lot of lobby-sitting later. If it's a false lead, you've avoided a wasted visit.

Some of your customers were "out" on your last trip—or not quite ready to re-order? Follow through by Long Distance. You can reach the right person, answer questions, and probably pick up business.

Salesmen who *systematically* follow through by telephone turn in better scores. Try it—and see how *low* Long Distance rates are since the recent reductions.

