

Kling Factories Plan Sales Clinic At Mayville

MAYVILLE — Kling Factories have invited their entire sales force and their wives to a sales clinic here June 13, 14 and 15, just prior to the Summer Market in Chicago. Entertainment and recreation will be provided for the wives while the men are attending meetings.

On Wednesday, the representatives will visit the Kling factories at Mayville, Falconer, Frewsburg and Brocton in small groups. These trips will give the men a chance to see how Kling furniture is built, with special emphasis on exclusive Kling features. At the same time they will see the new groups and pieces to be shown at the Chicago Market.

Wednesday evening, Armand J. Gariepy of Sales Training International an internationally known authority on selling, will speak on "Motivation and Sales Training."

Thursday will be devoted to meetings at which speakers on woods, finishing, sales and advertising will address the group. One of the speakers will be Dr. Drage Golding of Purdue University, who will speak on "Furniture Finishes". Exhibits have been arranged to illustrate points discussed by the speakers. All the merchandising helps available to Kling dealers also will be on display.

A new sales training film just completed by Kling will be shown to the representatives for the first time on Thursday. This film will be used by the Kling representatives to conduct meetings for dealers' sales people to acquaint them with the selling points of Kling furniture. Thursday night there will be a company dinner at the Peacock Inn in Mayville.

Next Friday will be devoted to personal interviews with Kling executives and recreation. Golfing, fishing and boating on Chautauqua Lake will be available to the representatives and their wives. Most of the men will leave Friday night for Chicago.