



RETAIL SALESMAN'S AGREEMENT

THIS AGREEMENT, made in triplicate, as of the _____ day of _____ A. D. 192_____ by and between

Authorized Ford Sales and Service Dealer, of _____

party of the first part hereinafter called the Dealer, and _____

of _____ (City or Town) _____ (Address) _____ in the County of _____ State of _____

party of the second part, hereinafter called the Salesman.

(1) WITNESSETH, that the parties hereto in consideration of the benefits and advantages to be derived by each party from the faithful performance of the agreement hereinafter contained, do hereby agree as follows:

(2) The Dealer agrees to pay the Salesman, who will be known as a:

☐ Car Salesman; ☐ Combination Salesman; ☐ Commercial Salesman; ☐ Tractor Salesman; ☐ Used Car Salesman

On the Following Basis:

(3) In consideration of the above remuneration, the Salesman agrees to devote his entire time and effort to the best interests of the dealer to the exclusion of all other business and be responsible for sales and service as directed by the dealer.

(4) The Salesman also agrees to accept as his sales quota for the year, the following:

Month	Cars	Trucks	Tractors	Enroll- ment Orders	Dearborn Independent Subscriptions	Month	Cars	Trucks	Tractors	Enroll- ment Orders	Dearborn Independent Subscriptions
Jan.	_____	_____	_____	_____	_____	July	_____	_____	_____	_____	_____
Feb.	_____	_____	_____	_____	_____	Aug.	_____	_____	_____	_____	_____
Mar.	_____	_____	_____	_____	_____	Sept.	_____	_____	_____	_____	_____
Apr.	_____	_____	_____	_____	_____	Oct.	_____	_____	_____	_____	_____
May	_____	_____	_____	_____	_____	Nov.	_____	_____	_____	_____	_____
June	_____	_____	_____	_____	_____	Dec.	_____	_____	_____	_____	_____
						Total	_____	_____	_____	_____	_____

Salesman further agrees:

(5) To punctually attend all sales meetings at which his presence is required whether conducted by the Dealer or by the Ford Motor Company.

(6) Not to offer or give away gratuities nor divide his salary or commission with anyone in order to effect sales, and that all products will be sold for their full delivery prices as quoted by the Dealer.

(7) Not to make any guarantee or warranty to customer regarding workmanship or material, except as specifically printed in Ford Motor Company's Warranty on reverse side of Retail Buyer's Order.

(8) To keep his demonstrating car in good condition and appearance at all times.

(9) To study and thoroughly understand contents of Retail Salesman's manual.

(10) To turn in to Dealer, the same day or not later than the following morning, any deposits taken on purchase of Ford products. Receipt for such deposits should be given customer in Salesman's own name and not Dealer's.

(11) To carry out policies of the Ford Motor Company as they affect retailing of Ford products by the Salesman, an outline of which is embodied on the reverse side hereof.

(12) In the event of the termination of this Agreement by the Salesman, if working on other than a straight salary basis, settlement will be made only upon such new Ford Cars, Trucks or Tractors as have been sold by the Salesman personally and have been delivered and paid for in full, either in cash or equivalent at the time of such termination and no allowance will be made to the Salesman for any new Ford Cars, Trucks or Tractors for which he may have taken orders including enrollments for Cars, Trucks or Tractors and which may be delivered at a later time, but in case this Agreement is terminated by the Dealer, the Salesman, if on other than straight salary basis, will be allowed in the final settlement for all orders and enrollments which have been taken by him and accepted as aforesaid, if and when the new Ford Cars, Trucks or Tractors have been delivered and the Dealer has received payment therefor in full. (If Salesman terminates his services to become associated with the Ford Motor Company either direct or as a Dealer, then settlement will be made on same basis as though the Agreement were terminated by the Dealer. It is also understood that if Salesman is working on a service commission basis such commission automatically terminates with the Salesman's Resignation or Dismissal.)

(13) This Agreement becomes effective as of this date and may be terminated at any time by either party immediately upon written notice being served upon the other as hereinbefore specified.

(14) It is understood that this is a general Agreement for use throughout the entire United States, and if any of its provisions are in contravention to State or Local Laws, then this Agreement should be read as if such clause or portion of the Agreement were not incorporated.

(15) IN WITNESS WHEREOF: The Dealer has caused this Agreement to be signed by its duly authorized officer and the Salesman has also caused his signature to be affixed and witnessed this _____ day of _____ A. D. 192_____

SIGNATURE OF SALESMAN

SIGNATURE OF DEALER

TriPLICATE copy of this Agreement to be forwarded to _____ Branch of Ford Motor Company for reference, and in case of cancellation notification is to be given Branch so that proper record of all Salesmen may be maintained at Branch headquarters.

FUNDAMENTAL PRINCIPLES OF RETAILING FORD PRODUCTS

(1) We, the Ford Motor Company, are vitally interested in the work of our Authorized Dealers' Retail Salesmen, as naturally the more proficient the Salesman becomes, the more sales he will close, which means more revenue for the Salesman, more profits for the Dealer he is employed by and more business for our Company.

(2) It follows, therefore, that we are anxious and willing to extend to every Ford Salesman the benefit of our many years of experience in merchandizing Ford products.

(3) Aside from the help we give Salesmen through the manufacture of the lowest-priced Car, Truck and Tractor obtainable—products with unparalleled dollar for dollar value and low cost of upkeep—we maintain a Branch Organization whose primary object is to assist in the marketing of Ford products. Salesmen will be directly benefited through attendance at frequent sales meetings conducted by members of our Branch Organization, also through our individual analysis of Salesman's work, all of which will permit of assisting the Salesman to overcome sales resistance.

(4) It will be impossible, however, for the Salesman to receive maximum help from the Ford Motor Company and its representatives unless he carries out the fundamental principles of Ford Car, Truck and Tractor salesmanship as embodied below:

(5) **KNOW THE PRODUCT YOU ARE SELLING.**

(6) **LEARN HOW TO PROPERLY DEMONSTRATE TO A PROSPECTIVE BUYER.**

(7) **KEEP INFORMED ON ALL FORD ADVERTISING**, as it embodies the most salient selling points.

(8) **BE PREPARED TO PRESENT FACTS AND FIGURES** when necessary or expedient to support statements of **FORD QUALITY**,

LOW MAINTENANCE and HIGH RESALE VALUE. Salesmen should have a loose leaf binder for such information, including photographs of Mr. Ford, the Dealer for whom he is working, Ford products, Dealers' building with pictures of Parts and Service Department, thereby having a book of vital sales help factors which should not only arouse the prospect's interest but hold his attention and be an invaluable aid in obtaining the order.

(9) **LITERATURE.** Any Salesman who attempts to interview prospects without having Ford Literature with him to hold the prospect's attention, is placed at a serious handicap. The Salesman should also see that the name of his prospect is listed to receive direct-by-mail literature to keep the interest of the prospect alive between calls. Salesman should keep a check upon this important matter to know that literature is mailed regularly so as to build his sales talks accordingly.

(10) **SERVICE AND OWNER FOLLOW-UP**—Salesman should maintain a contact with owners, particularly customers to whom he has sold Ford products for the purpose of checking their satisfactory operation, as well as building up dealer's service business, and **obtaining from owners the names of additional prospective purchasers.** It is of vital importance that the Salesman keep in close touch with his owner customers. It results in building up good-will and prestige for the Dealer and the Salesman and means added future business.

(11) **CANVASS FOR PROSPECTS**—Prospects can be best obtained through systematic canvassing and if dealer does not employ an exclusive canvasser, the salesman should canvass regularly to assure his having sufficient prospects to occupy his full time. The Salesman who graduates from the class of a mediocre to a high-grade, high-powered Salesman with commensurate revenue, does so through close application to all fundamental principles of salesmanship. He adjusts his own time to fit the convenience of the prospect, keeping in mind that the prospect is in a much more receptive frame of mind if interviewed at a time convenient for him. A good example of this is the splendid results accomplished through arranging interviews during the evening hours when the average family is at home.

(12) **FORD WEEKLY PURCHASE PLAN**—This Plan was devised first, for the benefit of Salesman, to compensate him for the time spent in interviewing prospects financially unable to pay cash for Ford products or purchase through Dealers' regular deferred payment plan; second, to assist prospect to Ford ownership and the many benefits which should accrue to him and his family and which justifies our obtaining his order through the enrollment plan on his own terms. Remember, Ford products are to be sold and not the Enrollment Plan, which provides for the obtaining of a definite order together with a deposit, the subsequent payments specified to be made regularly. Salesman should not suggest the amount of initial payment or ask for a \$5 deposit. (It is not a \$5 weekly plan.) The Plan is sufficiently flexible to fit the individual prospect's own terms of payment, so prospect should commit himself as to the amount of down payment. He will naturally make as large a payment as possible, which means deposits upwards to \$50 rather than only a nominal amount, which might be made if suggested by Salesman. The average maturity of enrollments is five months and many present owners are using this Plan in purchasing a new car. Every Ford salesman should use this Plan to increase his earnings.

(13) **INTERVIEWS**—More calls mean more interviews, which in turn mean more sales. The **SUCCESSFUL** Salesman, therefore, plans his work so that his time will be most advantageously utilized in **INTERVIEWS.** When interviewing prospects, the Salesman should keep in mind that he should obtain an **ORDER** or **ENROLLMENT** or **KNOW THE REASON WHY** the sale was not closed or an enrollment obtained. A prospect either purchases or has a reason for not placing his order. If Salesman is unsuccessful in his attempt to make the sale, he should not be unsuccessful in knowing why order was not obtained. Selling is breaking down resistances, objections, procrastinations; in fact, all obstacles between the Salesman and the order itself, and consequently it is only through the actual bringing out of these tangible facts that the Dealer and ourselves can be of help to the Salesman; therefore, the importance of knowing before terminating the interview with each prospect, his **REASON FOR NOT ORDERING NOW.** With the Salesman, the Dealer and the Ford Motor Company focusing upon **RESISTANCE**, the breaking-down process should be quickly completed and more orders result. This explains the necessity of turning in to the Dealer, the names of all prospects so that they may be carded for future reference and following, and it also explains the necessity of a definite written report following each interview—the resultant benefits to the Salesman being obvious.

(14) If the Salesman willingly and faithfully adheres to the policies of the Ford Motor Company as outlined above, he will then be in line for preferred consideration from the Ford Motor Company in the appointment of additional Dealers when vacancies occur. The Ford Motor Company will also be keenly interested in the successful Salesman, as it will indicate the latter's fitness for bigger things.

Ford Motor Company

Above principles of retailing Ford products are understood and will be followed out.

Signature of Salesman