

For the first time on any record . . .

# “NOTHING HAPPENS

## UNTIL SOMEBODY SELLS SOMETHING”

—by Arthur H. “Red” Motley

President, Chamber of Commerce of the United States  
Publisher of PARADE Magazine

A GUIDE TO PROFESSIONAL SALESMANSHIP



ENLIGHTENING, ENTERTAINING

- How being nice to a little old lady led to a \$104,000 contract.
- How to meet your prospect on an equal footing when you enter his office.
- How to make yourself a “pro” with the famous “mirror test.”
- The 3 things you must do to become a pro . . . to increase your income by leaps and bounds.

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BUSINESSMEN'S RECORD CLUB

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President, Chamber of Commerce of the United States  
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## About this record:

With this record you can now have "Red" Motley come into your home or office to deliver one of the greatest speeches of his illustrious career. And as he talks with you, he'll give you a route to follow... *the route of successful, professional salesmen.*

There are three great principles for success that "Red" offers to everyone engaged in any phase of selling. And here, in capsule form, are the three principles as he presents them:

## Principle No. 1—You Must Know Why

- The first thing anyone in sales must do... is to understand what he is doing. Understand it in terms of benefits to people other than himself.
- Why selling? Not to fill needs, because America is not a needy nation. Selling creates *new wants*... for *new* products and services. It therefore creates new jobs, more employment for more people.
- This is true not only for the particular product for which a new want is created. It is also true for the businesses that supply raw materials, parts and services for the manufacture and maintenance of the product.
- The fundamental purpose of all salesmanship, then, is to create new wants which:
  1. Motivate people to buy.
  2. Create new jobs within the company that markets the product or service.
  3. Create new jobs in companies doing business with the seller.
  4. Provide a better life for a lot of people.

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## About the speaker:

For 45 of his 59 years "Red" Motley has been selling something to somebody. In 1946 he became president and publisher of PARADE, the Sunday newspaper magazine. During those years he has zoomed circulation from 2,202,750 to 9,541,687. Advertising revenue has jumped from \$1,808,562 in 1946 to \$25,000,000 in 1959. "Red" Motley is known the world over as a salesman's salesman. In 1954 he was named one of "America's Twelve Master Salesmen," as well as being elected to the Hall of Fame in Distribution.

In addition to supervising PARADE activities, "Red" travels an average of 100,000 air and rail miles each year to address between 100 and 125 different gatherings.

During his term of office as Chairman of the Board of National Sales Executives, he headed, at the request of the Government, the first team of sales experts who went abroad to explain American selling methods to foreign businessmen.

And in recognition of his tremendous ability to sell the free enterprise system, to teach others how to sell their ideas... "Red" Motley was elected president of the United States Chamber of Commerce.

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## Principle No. 2—You Must Believe

- You must be in full accord with what you are doing.
- For effective selling depends on believing implicitly in the product... and the promises of that company behind the product.
- Without this sort of belief, you are doomed to defeat.
- Make sure you have this belief. In making sure, you will sell yourself, before trying to sell others.
- This is the road to a greater income.

## Principle No. 3—You Must be a Professional

- Before you can be a pro, you must master the first two principles, and then...
- You must accept the same fact that any other good professional man has to accept: *that you are never through learning.*
- After any training course in salesmanship, you must welcome more training. A real pro takes refresher courses and keeps up to date with every innovation.
- You can do the same... by practicing your salesmanship 24 hours a day for seven days a week.
- A professional salesman is a salesman all the time. He eats, sleeps, thinks and thrills to the prospect of being a "want-creator"—which is the fundamental force behind all human progress.
- A professional salesman knows that everything—his appearance, his mannerisms, the way he talks, the way he approaches everyone he meets—will add to or detract from his ability to sell his product or service.
- In knowing these things, the professional salesman will:
  1. Analyze each failure to sell, to find the reason for that failure.
  2. Submit himself to constant self-analysis and training to improve.
  3. Always give "a little extra something."
- Because salesmanship is so fundamentally important to everyone in America, it deserves a professional attitude in every salesman.



**BUSINESSMEN'S RECORD CLUB**  
415 N. Dearborn St., Chicago 10, Ill.

Side 1

**NOTHING HAPPENS  
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Chairman of the Board, U.S.  
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Publisher, PARADE Magazine  
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**BUSINESSMEN'S  
RECORD CLUB**

350 N. Clark St., Chicago 10, Illinois

Motley's 3 Basic Principles of salesmanship:

- 1-You must know why salesmanship is important to everyone.
- 2-You must believe in your product and company.
- 3-You must be a professional dedicated to self-improvement and self-analysis.

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Side 2

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