



Qualify for These Awards

To help you to get the most benefit out of this series, a sheet of questions like the attached will be enclosed with each booklet. These questions are intended as a review of the major points covered in the booklet they accompany.

These brief tests will help you to become more thoroughly familiar with the important selling principles explained in this series.

You will find these tests will be more beneficial if you first try to answer the questions from memory after reading the booklet. Then check your answers with the text.

Of course, you are not obligated to fill out these question sheets. But they will undoubtedly help to fix these principles in your mind more quickly.

In addition, if you do complete and send in all seven sheets, you will qualify for the awards of a *sterling silver* "Selling Key," and a Certificate of Completion.

This Certificate states that you have successfully completed a study of the methods of discussing patterns contained in "The Selling Key to Sterling Patterns" series. When you have sent in all seven completed sheets, both Certificate and "Selling Key" will be forwarded for presentation to you by your store.

QUESTIONS FOR REVIEW

of

"THE SELLING KEY TO STERLING PATTERNS"

1. In selling, which of the following methods is more effective? (Check the one you think is better.)

☐ To merely talk about the merchandise.
☐ To talk from the customer's viewpoint.

2. Is the purchase of sterling primarily (Check one)

☐ Artistic ☐ Emotional ☐ Practical

3. Which do you think is the real influence behind a customer's preference for a particular sterling pattern?

☐ The advice of her friends
☐ Her own personal desires
☐ Social usage

4. When the customer says nothing to tell you why she likes a certain pattern, is there any clue to the reasons for her preference?

☐ Yes ☐ No

5. What is the "selling key" that tells you how to talk about the pattern a customer prefers? (Check one)

☐ Shape of handle ☐ Degree of ornamentation ☐ Weight of piece

6. Write below the names of the seven selling classifications based on the "selling key".

1. _____ Patterns
2. _____ Patterns
3. _____ Patterns
4. _____ Patterns
5. _____ Patterns
6. _____ Patterns
7. _____ Patterns

7. Identify by its number in the list above the selling classification to which each of the following descriptions refers. For example, if you have "Entirely Plain" patterns listed as No. 1 above, write "1" after "No ornamentation of surface", which is description of the patterns in the "Entirely Plain" classification.

<u>Description</u>	<u>Classi- fication Number</u>	<u>Description</u>	<u>Classi- fication Number</u>
No ornamentation of surface	_____	Light ornamentation	_____
Plain surface dominant; but ornamentation prominent	_____	Plain surface dominant	_____
Ornamentation dominant; but plain surface prominent	_____	Even balance between plain surface and ornamentation	_____
Complete or virtually complete ornamentation	_____	High ornamentation relieved by plain surface	_____

8. The following pairs of words symbolize the key desires of customers who prefer patterns in each selling classification. Identify by its number in the list in Question 6 the classification to which each pair refers.

<u>Key Words</u>	<u>Classi- fication Number</u>	<u>Key Words</u>	<u>Classi- fication Number</u>
Richness, Magnificence	_____	Dignity, Elegance	_____
Formality, Sophistication	_____	Balance, Moderation	_____
Gracefulness, Contrast	_____	Daintiness, Smartness	_____
		Simplicity, Restraint	_____

Please check to make sure you have answered all the questions.

To qualify for a CERTIFICATE OF COMPLETION, and a sterling silver "Selling Key", fill in the following so that your sheets can be identified and filed together as they are received.

Your Name _____

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Questions for Review

of

"EXPLAINING THE ENTIRELY PLAIN AND VERY ORNATE PATTERNS"

This is the seventh and final booklet in "The Selling Key to Sterling Patterns" series. We hope you have been completing and sending in these question sheets regularly, so you will qualify for a CERTIFICATE OF COMPLETION and a sterling silver "Selling Key." If you have, the CERTIFICATE AND KEY will be forwarded for presentation to you by your store.

Now, try to answer the following from your knowledge of this booklet, before checking with the text.

1. Which of the following is common to all Entirely Plain patterns?
☐ Pointed outline ☐ Square top of handle. ☐ No ornamentation
2. What words symbolize the key desires of a customer who prefers an Entirely Plain Pattern?
(Write in) _____
3. What gives "Craftsman" its beautiful lustre?
(Write in) _____
4. How many of the following features of "Craftsman" are typical of the work of old-time silversmiths?
☐ The thickened tip of handle ☐ The bevelled edge of the handle
☐ The suggestion of a joint at the shank
5. How many of the following structural features of "Craftsman" complement the top of the handle?
☐ Shoulders of forks ☐ Blades of knives ☐ Bowls of serving spoons
6. How many of the following may be true of any Very Ornate patterns?
☐ Plain surface fairly prominent ☐ Plain surface submerged
☐ No plain surface
7. Which of the following are the themes to emphasize in discussing Very Ornate patterns?
☐ Sophistication. ☐ Magnificence ☐ Opulence ☐ Dignity
☐ Formality ☐ Richness
8. Which of the following decorative features of "Old Colonial" might be considered unusual?
☐ Beading on edge ☐ Fluting on bowls and tines ☐ Spiral top of handle

9. Which of the following is common to all "Old Colonial" spoons?

() Decorative edges () Pointed bowls () Fluted bowls

10. Are the tines of "Old Colonial" serving forks () Plain or () Decorative

Please check to make sure you have answered all the questions. And don't forget to fill in the following information for identification.

Your Name _____

Your Store's Name _____

Store Address _____

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Questions for Review

of

"EXPLAINING THE ALMOST PLAIN PATTERNS"

After you have finished reading this booklet, try to check the answers to the following questions from memory. Then check your answers with the text, if you like. You will find this review helpful in fixing the important points in your mind.

Remember, you can qualify for a CERTIFICATE OF COMPLETION and a sterling silver "Selling Key" if you complete and mail in each of these sheets. Just fill in the information at the end of the sheet and mail in the attached Business Reply Envelope.

If you have mislaid any of the earlier sheets, duplicates will be sent on request.

1. Which of the following decorative features appear in Almost Plain patterns?
(Check all that might appear)

- ☐ A slightly decorative top
- ☐ A line following the shape of the handle
- ☐ A border down the sides of the handle

2. A customer's preference for an Almost Plain pattern shows that she wants which two of the following qualities in her sterling?

- ☐ Restraint ☐ Daintiness ☐ Elegance ☐ Moderation ☐ Smartness

3. Which of the 6 Key Selling Steps can be instrumental in giving a customer a brand new perspective on a pattern?

Step No. _____

4. Which of the following best describes the bowls of "Old Lace" teaspoons?

- ☐ Round ☐ Round-oval ☐ Long-oval

5. How do "Old Lace" knife handles compare with the usual knife handle?

Are they ☐ shorter ☐ longer ☐ about the same

6. Check any of the following foods that it is correct to serve with a cold meat fork.

- ☐ Fish ☐ Individual aspic ☐ Salads

7. Do the dimensions of the handles of "Old Lace" knives and forks have any practical value? ☐ Yes ☐ No

8. Can patterns in the same selling classification differ in the details of their ornamentation ☐ Yes ☐ No

9. In which structural feature do "Cascade" forks carry out the feeling of the center panel on the handle? () Tines () Shoulders () Points
10. Which of the following is the best service you can render a customer?
- () Suggest she think it over before deciding on a pattern.
() Help her to decide on her pattern now

Please check to make sure you have answered all the questions.

Your Name _____

Your Store's Name _____

Store Address _____

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Questions for Review

of

"EXPLAINING THE RELATIVELY PLAIN PATTERNS

To test your memory of the major points in this booklet, try to check the answers to the questions below. Then compare your answers with the text to see how many you got right.

Remember, you can qualify for a CERTIFICATE OF COMPLETION and a sterling silver "Selling Key," if you complete and mail in each of these sheets. Just fill in the information at the end of the sheet and mail in the attached Business Reply Envelope.

1. Which is dominant in Relatively Plain patterns?

☐ Plain surface ☐ Ornamentation

2. Which of the following Towle patterns belong in the Relatively Plain selling classification?

☐ Old Lace ☐ Craftsman ☐ Chippendale ☐ Candlelight ☐ Silver
Flutes ☐ Rambler Rose

3. Do the Towle patterns in this classification represent the only type of decorative combination that can be classed as Relatively Plain patterns?

☐ Yes ☐ No

4. What are the dominant characteristics of Relatively Plain Patterns?

(Write in) _____ and _____

5. Is a customer always familiar with all the pieces that make up a full sterling service? ☐ Yes ☐ No

6. Which of the following represent the impression created by "Chippendale?"

☐ Opulence ☐ Symmetry ☐ Delicacy ☐ Grace ☐ Richness

7. What feature of the shape of the "Chippendale" teaspoon carries out the feeling of the pattern?

☐ Length of handle ☐ Arch of handle ☐ Depth of bowl

8. Does difference in the shape of the handles of different pieces affect the uniform feeling of the patterns? ☐ yes ☐ no

9. In explaining two patterns, should all the points about each pattern be covered, even though some of these points may be similar? ☐ Yes ☐ No

10. Which of these decorative features makes "Silver Flutes" so effective on a lighted table?

☐ Lustrous center panel ☐ Fluted edge ☐ Graceful shape

Please check to make sure you have answered all questions.

Your Name

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Questions for Review

of

"EXPLAINING THE EVENLY BALANCED PATTERNS"

The following questions can help you get the full benefit of the selling methods discussed in this booklet. Try to fill in the answers from memory. Then check your answers with the text of the booklet.

And be sure to identify yourself by signing the sheet so when you have completed all the sheets in the series, you will qualify for a sterling silver "Selling Key" and CERTIFICATE OF COMPLETION at the end of the series.

1. What is the proportion of plain surface to ornamentation in an Evenly Balanced pattern? ☐ More ☐ Less ☐ About equal
2. In Evenly Balanced patterns, does the division between plain surface and ornamentation always take place in the same way? ☐ Yes ☐ No
3. In discussing an Evenly Balanced pattern, what are the themes to be emphasized in explaining the pattern to the customer?

(Write in) _____ and _____

4. Write the names of the 6 Key Selling Steps in the discussion of any pattern?

Step No. 1 _____ Step No. 2 _____

Step No. 3 _____ Step No. 4 _____

Step No. 5 _____ Step No. 6 _____

5. Should you express to the customer your own preference for any pattern?
☐ Yes ☐ No

6. Which of the following gives "Candlelight" its principal appeal?

- ☐ The plain center panel
- ☐ The decorative side panels
- ☐ The combination of simplicity and decoration

7. Which characteristic of the pattern makes "Candlelight" show to such advantage on a table? (Check one)

- ☐ The practical features
- ☐ The structural harmony
- ☐ The pattern harmony

8. Of these decorative features of "Rambler Rose", which set the keynote for the pattern. (Check any that apply)
- ☐ The plain side panels
 - ☐ The tapering center panel
 - ☐ The rose-crowned top
9. What structural features of "Rambler Rose" forks carries out the feeling of the top of the handle? ☐ Tines ☐ Shoulders ☐ Shank
10. What material is used to seal the blades of both "Candlelight" and "Rambler Rose" knives into the handles?
- ☐ Plastic ☐ Solid Metal ☐ Waterproof cement

Please check to make sure you have answered all the questions.

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Questions for Review

of

"EXPLAINING THE RELATIVELY ORNATE PATTERNS"

Have you been sending in these question sheets right along? Don't forget that if you send each one in, you will qualify for a CERTIFICATE OF COMPLETION and a Sterling Silver "Selling Key" which will be sent to your store for presentation to you.

Now see if you can answer the following from memory after you have read this booklet.

1. How does the degree of ornamentation of Relatively Ornate patterns compare with that of Evenly Balanced Patterns?
☐ Slightly more ☐ Slightly less ☐ About the same
2. Do all Relatively Ornate patterns have the same general type of decorative features? ☐ Yes ☐ No
3. Which of the following are the outstanding characteristics of Relatively Ornate patterns?
☐ Elegance ☐ Sophistication ☐ Dignity ☐ Simplicity
☐ Formality
4. Which of the following decorative motifs occur throughout the pattern of "Louis XIV"?
☐ Acanthus leaf ☐ Fleur-de-lis ☐ Gadroon
5. With which part of the handle do the shoulders of "Louis XIV" forks harmonize?
☐ The panel ☐ The top ☐ The shank
6. Which structural feature of "Louis XIV" serving spoons harmonizes with the top of the handle?
☐ Wide bowls ☐ Square top of bowls ☐ Slightly pointed bowls
7. Which is the most important practical feature of "Louis XIV" knives?
☐ Length of handle ☐ Shape of blade ☐ Solid metal seal
8. What decorative feature dominates the "Royal Windsor" pattern?
☐ The center floral design ☐ The shell-shaped top ☐ The side panels
9. What distinguishing mark on the back of the pattern carries out the feeling of "Royal Windsor?"

(Write in) _____
10. If you get a customer to decide on her pattern now, you should go on and try to close the sale. ☐ True ☐ False

Please check to make sure you have answered all questions.

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Questions for Review

of

"EXPLAINING THE HIGHLY ORNATE PATTERNS"

These questions will make a helpful review of the selling methods contained in this booklet. Try to fill in the answers from memory before checking them with the text.

1. Which shape of handle sometimes enhances the decorative effect of Highly Ornate patterns? () Sheer () Pierced () Traditional
2. Which of the following qualities does the plain portion of the surface bring to Highly Ornate patterns?
() Simplicity () Dignity () Formality
3. Which of the following best describes the feeling of the ornamentation of Highly Ornate patterns?
() Dainty () Elegant () Sophisticated
4. If a customer asks you which of two patterns you like best, which is the safest way to answer?
() Give her your frank opinion
() Refuse to express an opinion
() Say it's hard to tell - they're both so lovely
5. It is necessary to cover all of the 6 Key Selling Steps in discussing a pattern, because - (Check all that apply)
() It brings out every desirable feature
() It prolongs the interview
() Many customers think the handle is all there is to a pattern
6. In your discussion of a pattern to a customer, should you
() Explain the whole pattern and then ask for comments
() Encourage her to enter the discussion
() Ignore her comments if she makes any
7. Which of the following structural features of "Old Master" serving spoons reflects the feeling of the acanthus-leafed handle?
() Shape of bowls
() Edges of bowls
() Depth of bowls
8. What feature of "Old Master" forks makes them easy to keep clean?

(Write in)

9. If a customer is interested in more than one pattern, which is the best method of discussing them?

- ☐ Compare the patterns during the discussion
- ☐ Focus her attention on one at a time

10. The traditional influence in the design of "Old Mirror" is essentially

- ☐ Renaissance ☐ Georgian ☐ Victorian

Please check to make sure you have answered all the questions.

Remember, to qualify for a CERTIFICATE OF COMPLETION and a sterling silver "Selling Key," you must fill in the information below and mail this sheet in the attached Business Reply Envelope.

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The TOWLE Silversmiths

MAKERS OF STERLING ONLY · WITH UNBROKEN CRAFT TRADITIONS

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Dear Friend:

You have completed the first seven booklets in the series on "The Selling Key to Sterling Patterns". From all the information we have received, the basic principles illustrated in these books have been of real value to many of you.

Now we are sending one additional booklet in the series. Its purpose is to illustrate the application of the "Selling Key" principles to the exclusive King Richard pattern. A pattern as outstanding as King Richard and sold through a selected group of stores justifies special attention.

We urge you to read these pages with care and thoughtfulness. See how easily the "Six Key Selling Steps" can be used in the interpretation of this pattern. We suggest you keep this booklet with the others for future reference.

Sincerely yours,

THE TOWLE SILVERSMITHS