The Humble Merchant's Attitude That Founder Konosuke Matsushita Demanded of His Employees

Discussing sales promotion measures in a meeting After all, the problem is a lack of a sales promotion budget. Sluggish o Spending on sales promotion

Do you only sell commodities? You have to add something extra (added value) to commodities.



Konosuke Matsushita

A commodity + Something extra (added value) = A product

3) Sales staff member's character and appealing personality

Adding Something extra

2) Product knowledge





4 Mutual trust



5 Dedication (service)

Business means contributing to

society and people = Service

Personal, technical, and all other types of service

It is only when something

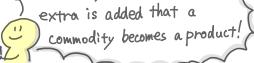
(1) Management Philosophy Management principles

> It is not just factories that make products.









The same principles appear in Salespeople Guidebook II, a sales training textbook (1955).

Six Essentials for Salespeople

- 1. Cultivate human decency first
- 2. Have a good understanding of the company's mission
- 3. Do not resort to coercion or expediency in your work
- 4. Make it your motto to be accurate and fast
- 5. Have extensive product knowledge
- 6. Make sure you receive payment correctly

Although titled Essentials for Salespeople, they were Surely intended for all employees.

What is the attitude of a humble merchant?

Always have the spirit of a merchant, and demonstrate

employee entrepreneurship from a customer's perspective!

Think of your job as a business that you run

Focus on customers

Guidelines of conduct for practicing the Basic Business Philosophy The PLP also places Customer Focus at the top of the list.

Practicing the Basic Business Philosophy involves each and every employee working as a humble merchant.



