WHY IT IS THAT BUSINESS MEN SOMETIMES PAY THE HIGHEST SALARIES TO THOSE LACKING TECHNICAL KNOWLEDGE.

The success of these men depends upon their personality. They must give out to the workmen a certain amount of sympathy by intimidation, that they know the business they are connected with thoroughly but that they find it necessary to explain the details to others, only taking up the larger problems themselves. That in reality they are dummies, once the customer is brought in to the head of the firm, is carefully concealed. It is to every one's interest not to have it realized.

The Big Money Employes should get full credit. His is the most difficult task of all. The average salesman who will faithfully make a certain number of visits a day and regularly get a little business for the firm is satisfactory to the line. He does not command much money, for one man will do nearly as well and another. The Big Money Man is of another kind.

The kind of salesman, the modern, really effective, result-producing type, has another advantage, one that belongs to him alone—the ability to command respect from people because he is close to them and can help them in their affairs. A Big Money Man can generally get much more money than a “stabler” and gathers more. And more business through the years, spends more of his time in winning friends for his friends. His wide acquaintance makes him useful, and he goes about the handling affairs thinking.

A good many businesses now have just such men. There is not a big reality concern in any of the large cities but either has a man of this sort on its stuff, or wants one. Naturally, such Big Money Men are not necessarily rich, and notflash out after much buff, are as scarce as hens’ teeth. For the Big Money Employe of to-day, for all he seems to be doing little or nothing most of the time and leading a life of leisure instead of having a hard and toilous way. Day and night the Big Money Man is the male chieftain of the big trade where none exists, or to steer it out of the hands of rivals as clever as himself into its own.

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