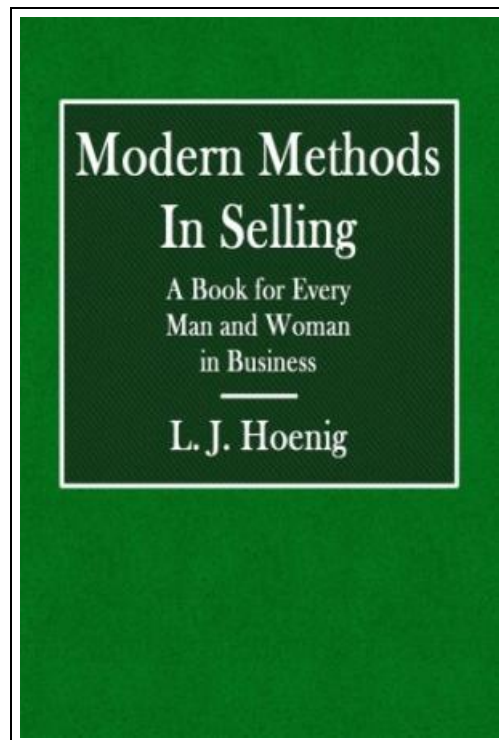


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MODERN METHODS IN SELLING: A BOOK FOR EVERY MAN AND WOMAN IN BUSINESS (PAPERBACK)



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Createspace Independent Publishing Platform, United States, 2016. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. From the INTRODUCTION. This work is written primarily for the salesman, or the man or woman who contemplates taking up selling work. I hope, however, that it may have some helpful suggestions as well for the sales manager, or the head of the house. It presents the problem of the one who sells either at wholesale or retail; of the salesman who calls on the trade or is called on by the trade, of the man who writes the sales letter, dresses the window or the display counter, or who writes the advertisements. Each may have a different line of work, but his problem is the same, -first, to get attention; each must have it. Then their problems run parallel in the effort to secure interest. There can be no selling without interest. Probably the work of each continues in the endeavor to secure desire which carries the necessary impulse to buy, and finally in obtaining the decision to buy, properly carried into effect. The traveling salesman carries his samples or his articles for demonstration. This and his knowledge is his equipment. The salesperson in the retail store has the goods or articles in stock and his knowledge for his equipment. The man who writes the sales letter has only his knowledge of the goods and of those who are expected to buy them. This knowledge and his letter are his equipment. And so with the advertising man; his knowledge and his copy are his equipment. Each has different equipment with which to work out the same problems. Each depends on getting his message along certain pathways to the brain, the writer through the sense of sight, the personal...



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