

HOW TO SELL THROUGH SPEECH

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How to Sell Through Speech by Grenville Kleiser

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GRENVILLE KLEISER

**HOW TO SELL
THROUGH SPEECH**

How To Sell Through Speech

BY

GRENVILLE KLEISER

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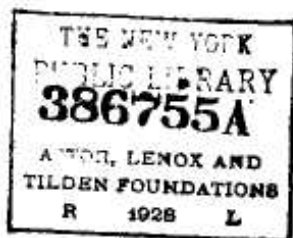


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PREFACE

The business man is not the only person interested in the subject of salesmanship. Practically every one has something to sell, whether it be merchandise, talent, skill, experience, or service.

This book embraces practical talks to the salesman, business man, lawyer, preacher, and others, but it is confidently believed that the suggestions address to one class will be of practical value to business and professional men generally.

A salesman, in order to be highly successful, must have the ability to talk well. A pleasant speaking voice, an agreeable manner, an adequate vocabulary, and facility in expressing his ideas

PREFACE

clearly and convincingly—these are indispensable to his greatest success.

Modern salesmanship, based primarily on common sense, demands the highest qualifications and efforts on the part of the salesman. The chief purpose of this book is to stimulate and develop the best resources of the man or woman who has something to sell through speech.

GRENVILLE KLEISER.

New York City,
August, 1919.

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THE SALESMAN