

THE EXPORT SALESMAN

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The Export Salesman by Paul R. Mahony

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PAUL R. MAHONY

**THE EXPORT
SALESMAN**

THE EXPORT SALESMAN



By
PAUL R. MAHONY
Foreign Department, Remington Typewriter Company

Being the Sixth
Unit of a Course
in Foreign Trade

BUSINESS TRAINING CORPORATION
NEW YORK CITY



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Course in Foreign Trade

Edward Ewing Pratt - - - *Director*

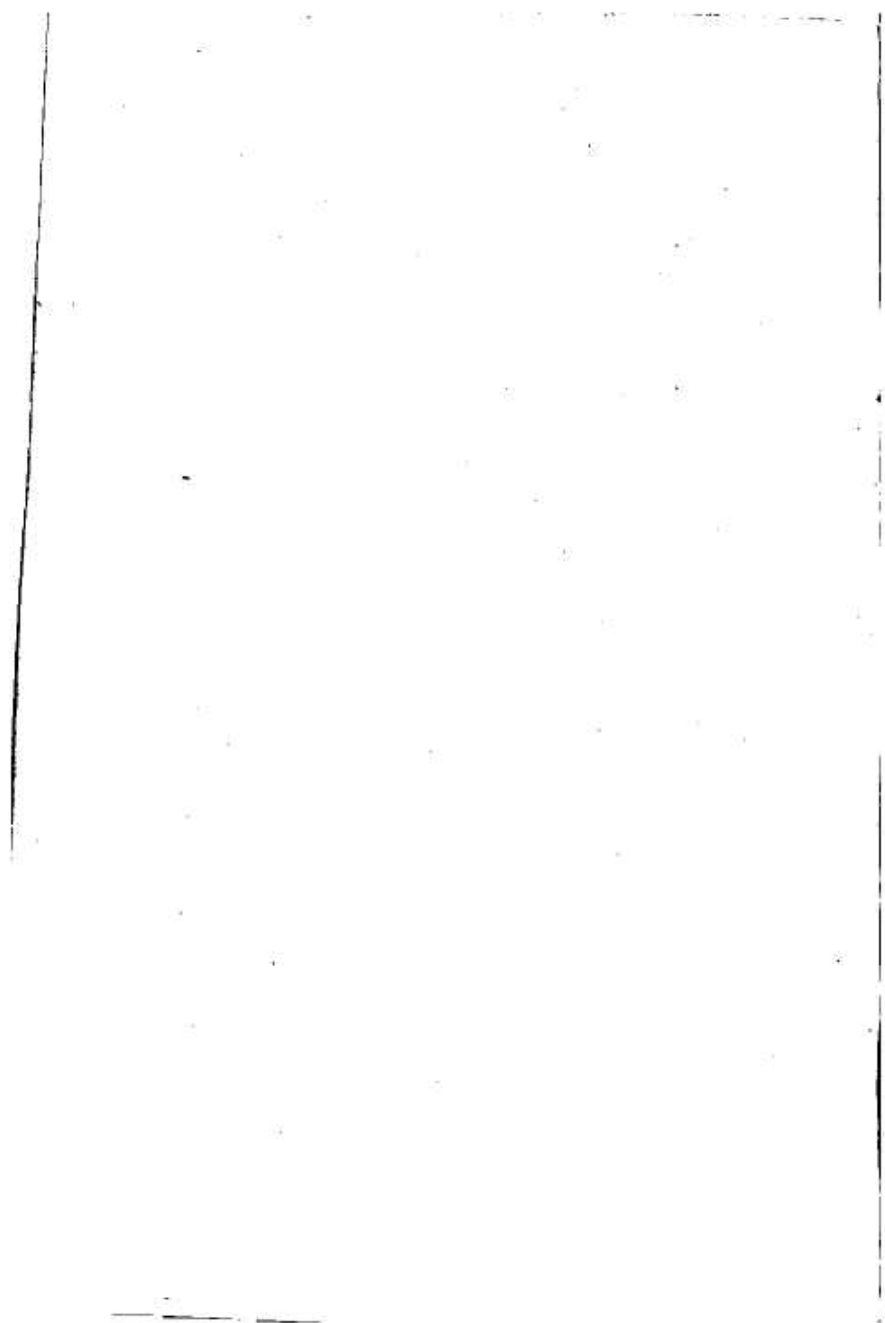
Edward Leonard Bächer - *Secretary*

The text of the course is issued in twelve units as follows:

TITLE	AUTHOR
I. Economics of World Trade	O. P. Austin
II. The World's Markets	Edward Neville Vose
III. Export Policies	{ P. B. Kennedy E. C. Porter
IV. Export Houses	{ John F. Fowler C. A. Richards Henry A. Talbot
V. Direct Exporting	Walter F. Wyman
VI. The Export Salesman	Paul R. Mahony
VII. Shipping	{ Emory R. Johnson Grover G. Huebner
VIII. Financing	{ E. A. DeLima J. Santilhano
IX. Export Technique	Edward L. Bächer
X. Foreign and Home Law	Phanor J. Eder
XI. Importing	Carl W. Stern
XII. Factors in Trade-Building	Chauncey D. Snow

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BUSINESS TRAINING CORPORATION
NEW YORK CITY



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Salesmanship Abroad

FOREIGN trade—like all trade—is a meeting of minds.

In domestic trade the American manufacturer's mind and the American customer's mind must be brought to mutual agreement. The American salesman has proved himself the best medium by which that agreement can be accomplished. The task is purely an American task, and the solution of it—a science in itself—has been evolved by American methods.

In foreign trade there must be a meeting, not of minds having a common basis of understanding, but of an American mind with a foreign mind. It may be a Brazilian mind, it may be a Chinese mind, it may be one of several European minds. Here is a task calling for an individual of higher caliber; here is a demand for a man who possesses qualities transcending those of the domestic salesman.

What are the requisites of the men upon whom so much depends in the success of our overseas ventures? With what weapons must they be armed? What manner of men must they be to stand, creditably, as the representatives of American business?

The answer will be found in a study of the conditions under which the salesman must work, the problems he must solve, the people he must convince.