

SALESMANSHIP

Published @ 2017 Trieste Publishing Pty Ltd

ISBN 9780649111145

Salesmanship by William Maxwell

Except for use in any review, the reproduction or utilisation of this work in whole or in part in any form by any electronic, mechanical or other means, now known or hereafter invented, including xerography, photocopying and recording, or in any information storage or retrieval system, is forbidden without the permission of the publisher, Trieste Publishing Pty Ltd, PO Box 1576 Collingwood, Victoria 3066 Australia.

All rights reserved.

Edited by Trieste Publishing Pty Ltd.
Cover @ 2017

This book is sold subject to the condition that it shall not, by way of trade or otherwise, be lent, re-sold, hired out, or otherwise circulated without the publisher's prior consent in any form or binding or cover other than that in which it is published and without a similar condition including this condition being imposed on the subsequent purchaser.

www.triestepublishing.com

WILLIAM MAXWELL

SALESMANSHIP

SALESMANSHIP



SALESMANSHIP

BY

WILLIAM MAXWELL

*Author of "If I were Twenty-One" and "The Training of a
Salesman"*



BOSTON AND NEW YORK
HOUGHTON MIFFLIN COMPANY
The Riverside Press Cambridge

Univ. of
California

HF 54-
M3

COPYRIGHT, 1913 AND 1914, BY F. F. COLLIER & SON, INCOR.

COPYRIGHT, 1914, BY WILLIAM MAXWELL

ALL RIGHTS RESERVED

Published September 1914

TO THE
LIBRARY OF
CONGRESS

CONTENTS

I. RULE-OF-THUMB SCIENCE	1
II. OVER-THE-COUNTER SALES	46
III. "ANYTHING ELSE TO-DAY?"	74
IV. JUST LOOKING	100
V. BUYING	130
VI. GETTING YOUR MONEY	159
VII. CREDIT-MAKING	191
VIII. THE MANAGEMENT OF TRAVELING MEN	210

These papers made their first appearance in *Collier's Weekly*,
but have since been revised.

435953

UNIVERSITY OF CALIFORNIA

SALESMANSHIP

I

RULE-OF-THUMB SCIENCE

IF one average man, fifty years old, could and would tell the truth about himself, we should have a priceless textbook on life.

The other day I sat beside a man in the library car of a twenty-hour New York to Chicago railway train. Faintly, like the outline of year-old furrows in a fallow field, there lay upon his face the traces of a fast-lived youth. Discretion had checked and right living in part repaid youth's borrowings from old age. He had funded and underwritten the debt of his youth. He held the shares himself and was paying to himself a yearly dividend upon a capitalized deficit of wasted brain and body.

If this man told the whole truth about himself, it would be a story worth hearing, for it would convert to the convincing coin of experience that vague debt to self and society which