

**THE SCIENCE OF BUSINESS: BEING THE
PHILOSOPHY OF SUCCESSFUL HUMAN
ACTIVITY FUNCTIONING IN BUSINESS
BUILDING OR CONSTRUCTIVE
SALESMANSHIP. LESSON 2:
FUNDAMENTALS - CONTINUED**

Published @ 2017 Trieste Publishing Pty Ltd

ISBN 9780649436316

The Science of Business: Being the Philosophy of Successful Human Activity Functioning in Business Building or Constructive Salesmanship. Lesson 2: Fundamentals - Continued by Arthur Frederick Sheldon

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

ARTHUR FREDERICK SHELDON

**THE SCIENCE OF BUSINESS: BEING THE
PHILOSOPHY OF SUCCESSFUL HUMAN
ACTIVITY FUNCTIONING IN BUSINESS
BUILDING OR CONSTRUCTIVE
SALESMANSHIP. LESSON 2:
FUNDAMENTALS - CONTINUED**

The
SCIENCE OF BUSINESS

BEING

The Philosophy of Successful Human Activity
Functioning in
BUSINESS BUILDING
OR
CONSTRUCTIVE SALESMANSHIP

By

ARTHUR FREDERICK SHELDON



LESSON TWO
FUNDAMENTALS — CONTINUED

CHICAGO, U. S. A.

1917

KC 3716



Copyright, 1912, by
THE SHELDON SCHOOL.
(All rights reserved)

Entered at Stationers' Hall
London, England
(All rights reserved)

Copyright, 1917, by
ARTHUR FREDERICK SHELDON
(All rights reserved)

LESSON TWO
FUNDAMENTALS — CONTINUED

CHAPTER I
"SECURING"

IN Lesson One we discussed the concept "patronage." At the close of that lesson we stated that the discussion of the other concepts contained in our definition would be continued in Lesson Two. The next one in order is "Securing."

Constructive salesmanship is the art of **securing** patronage of a certain kind.

It is important that the student come to see with clearness the exact sense in which we use the term "securing."

The word secure defined. The English word *secure* comes from the Latin root *se*, which means "without," and *cura*, meaning "care." Its inner meaning is therefore "without care, free from care."

The word *care* means "a burdensome sense of responsibility, trouble, caused by onerous duties." It means "anxiety, concern, solicitude."

Commercial life as ordinarily conducted is too much that way.

When not conducted in accordance with natural law, commercial life or any other phase of human activity is indeed "a burdensome sense of responsibility." Duties become "onerous," and one's work becomes a burden and a care instead of a joy, which everybody's business should be with him.

Care, anxiety, concern, solicitude, fear, and worry have driven thousands to suicide and millions to premature death.

More people rust out under the corroding influences of care and anxiety, fear and worry, than wear out through work. Worry kills scores where work kills one.

A vast number of the world's commercial evils of every kind are due to the bungling way in which patronage is secured, or rather not really "secured."

The word secure comes from the same Latin root as does the word sure, and sure means "knowing and believing, confident beyond doubt." It means "implicitly trusting, positive."

To be sure means to be "fit or worthy to be depended upon." It means "certain not to fail or disappoint."

To be sure or secure, and thus "without care," means to be "unfailing, permanent, enduring, certain, infallible, safe, firm, steady, stable, strong."

Webster tells us that the word secure means "easy in mind, not feeling suspicion or distrust, confident in opinion, not entertaining or not having

reason to entertain doubt." He tells us that to secure means "to relieve from apprehension of or exposure to danger; to put beyond hazard of losing or not receiving"; that it means "to make certain, to assure, to insure."

"Securing" patronage means all that, as Business Science uses the term, and when business is thus "secured," he who secures it is "without care."

Webster also tells us that to secure means "to get possession of, to make oneself secure of, to acquire with certainty."

This is all true.

To **hold**, one must first **have**.

To **keep**, one must first **get**.

To **retain**, one must first **obtain**.

To **insure**, one must first **acquire**.

In other words, to **secure**, one must first **procure**.

An ancient recipe for the making of a rabbit pie included the statement that the first necessity was "to catch the rabbit."

But the so-called securing of trade, when business is barter and man is dominated by the god of getting, places too much stress upon the getting, and pays too little attention to the seeing to those things necessary for keeping.

Too much thought is centered upon the **having**; too little upon the "how" of **holding**. The amount of effort expended in **procuring** is out of all proportion to the amount expended upon **securing**. On

this one fact alone rests the reason for almost countless failures.

The psychology of commerce has at last revealed the effects necessary for man to create in the mind of the patron in order to both **get and keep, have and hold, obtain and retain, acquire and insure patronage**—in other words, to **secure it**.

Business Psychology has revealed the road to the art of **securing patronage**, and the kind of patronage which really counts.

When the art of Constructive Salesmanship is exercised, when the organized facts underlying this art are put into practice, then business is no longer "burdensome," or its duties "onerous."

It is a joy and a blessing, a benefaction and a benefactor.

All life is a sequence of Cause and Effect.

Man, as a Business Building, a Constructive Salesman seeking to **secure patronage**, is a Cause.

The salesman, the house he represents (if working for others), and the goods he has to offer; these three elements or factors combined are the whole Cause of the Effects which must be created in the mind of any given patron in order to first **get** and then **keep** the patron's patronage.

And the salesman represents both the other elements in the composite Cause.

He is the active agency for the creation of the necessary Effects.

This is true to some degree even when the goods he is handling are so meritorious that they "speak for themselves."

There are certain effects which man as cause must create in the mind of any one who gives him his patronage. If these certain effects are really "caused"—made to happen—patronage is secured. If they are not made to happen, then patronage is not secured.

Exactly these same effects have happened in the mind of every patron whose patronage has been secured by any one anywhere, since man first met and communicated with man.

They will continue to happen as long as the human race exists.

Patronage can no more be secured unless these effects are made to happen, than vegetation can grow without earth, moisture, and warmth.

There are eight of these effects which must be caused in order to secure business.

The best way to accurately determine just what these eight mental effects are will be to carefully examine a business transaction involving the sale of merchandise, which we shall now proceed to do.

As we do this, it will be interesting to the student to note the fact that exactly the same effects which happen in the mind of a customer or patron when a sale of merchandise is made also happen in everybody's mind in all of life's relationships where har-