

SHORT TALKS ON RETAIL SELLING

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Short talks on retail selling by S. Roland Hall

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RETAIL SELLING**

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BY

S. ROLAND HALL

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and Salesmanship, and Publisher of
"Selling Sense"*



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TO THE
LIBRARY OF
CONGRESS

L. C.

TO

RETAIL SALESMEN AND SALESWOMEN

THAT GREAT ARMY OF WORKERS, THROUGH WHOM
MOST OF THE MATERIAL WANTS OF MANKIND MUST
BE SUPPLIED, WHOSE DAILY CONTACT WITH THE
WORLD AFFORDS A RICH AND VARIED STUDY OF
HUMAN NATURE, WHO HAVE IT IN THEIR POWER TO
CONTRIBUTE SO MUCH OF JOY AND COMFORT TO

OTHER MEN AND WOMEN—

THIS BOOK IS APPRECIATIVELY DEDICATED.

S. R. H.

FOREWORD

SOME years ago, while engaged in vocational educational work, I became much interested in the sales-schools that various enterprising merchants were conducting to improve the service of their stores. I procured and examined the "store papers" that still more merchants were publishing for the purpose of developing ambition and energy, of cultivating a cheerful, loyal, courteous working-spirit, and of imparting definite instruction in the fine art of retail selling.

Some ideas on this big subject began to clamor, as it were, for expression, and so I began the publication of a little pocket-sized periodical, which I called **SELLING SENSE**, and which I offered in quantities to merchants, the idea being that the employer would put a copy in the hands of each of his salespeople.

The plan was well received. Soon a

good-sized list of stores from the Atlantic to the Pacific were using *SELLING SENSE* as part of their educational plan. I never enjoyed writing anything more than I did this *SELLING SENSE* matter, and only the pressure of other work caused me to turn the publication over to others.

The popularity of these retail selling talks led me to believe that the best of the material written for *SELLING SENSE* would be well received if published in book form. Hence this volume, which also contains some new articles.

Most people learn what they know of salesmanship by actual experience. By the experience plan, we do not study things in an orderly fashion, but learn a little here and a little there. This book is laid out on the "experience plan," so to speak. No attempt is made to treat the subject of retail salesmanship in a progressive manner. A text-book on salesmanship written in such a way is more than likely to be pedantic, theoretical, and uninteresting. I have the notion that most peo-

ple enjoy a book on selling methods more because of its being made up of short articles that can be read easily at odd moments; and it is believed that the points of good salesmanship discust in this free and easy manner will not prove to be less helpful because of their manner of presentation.

S. ROLAND HALL.

College Hill, Easton, Pa.