

**THE NEW
SALESMANSHIP AND
HOW TO DO BUSINESS**

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The new salesmanship and how to do business by Chas. Lindgren & J. M. Fitzgerald

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CHAS. LINDGREN & J. M. FITZGERALD

**THE NEW
SALESMANSHIP AND
HOW TO DO BUSINESS**



THE KEY TO SUCCESS



**THE SCIENCE OF SALESMANSHIP
HOW TO DO BUSINESS
THE ART OF READING HUMAN NATURE**

THE NEW SALESMANSHIP

AND
HOW TO DO BUSINESS

BY
CHAS. LINDGREN

REVISED EDITION, WITH VALUABLE ADDITIONS BY:

J. M. FITZGERALD, M. D.

President of the American Institute of Psychology.

Personality in salesmanship is that force of mind which inspires belief. It is a force which springs from knowledge. The real salesman obtains results. To say the right thing at the right time requires good judgment and forethought. Ambition, enthusiasm, determination, resourcefulness and originality are essential to success.

EQUAL TO A SCHOOL COURSE IN SALESMANSHIP



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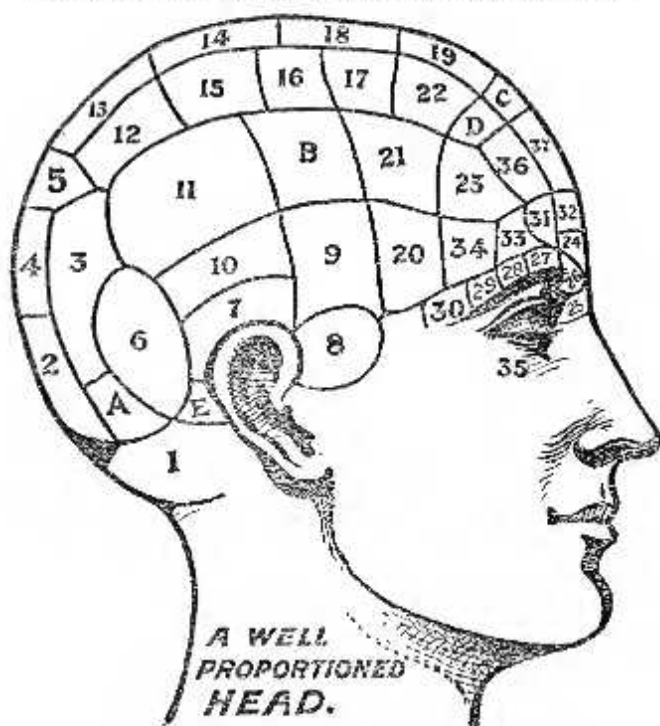
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CHART OF THE HUMAN FACULTIES.



NUMBERS AND DEFINITIONS OF THE ORGANS.

- | | |
|--|---|
| 1. Amity, Love between the sexes. | 20. Constructiveness, Mechanical ingenuity. |
| A. Conjugal, Matrimony—love of one. | 21. Idealty, Refinement—taste—purity. |
| 2. Parental Love, Regard for offspring, pets, etc. | B. Nobility, Love of grandeur—infinitude. |
| 3. Friendship, Adhesiveness—sociability. | 22. Imitation, Copying—patterning. |
| 4. Inhabitiveness, Love of home. | 23. Mirthfulness, Jocoseness—wit—fun. |
| 5. Continuity, One thing at a time. | 24. Individuality, Observation—desire to see. |
| E. Vitaliveness, Love of life. | 25. Form, Recollection of shape. |
| 6. Combattiveness, Resistance—defense. | 26. Size, Measuring by the eye. |
| 7. Destructiveness, Excitiveness—force. | 27. Weight, Balancing—climbing. |
| 8. Alimentaryness, Appetite—hunger. | 28. Color, Judgment of colors. |
| 9. Acquisitiveness, Accumulation. | 29. Order, Method—system—arrangement. |
| 10. Secretiveness, Policy—management. | 30. Calculation, Mental arithmetic. |
| 11. Cautionness, Prudence—provision. | 31. Locality, Recollection of places. |
| 12. Approbativeness, Ambition—display. | 32. Eventuality, Memory of facts. |
| 13. Self-esteem, Self-respect—dignity. | 33. Time, Co-estimate of duration. |
| 14. Firmness, Decision—perseverance. | 34. Tune, Sense of harmony and melody. |
| 15. Conscientiousness, Justice—equity. | 35. Language, Expression of ideas. |
| 16. Hope, Expectation—enterprise. | 36. Causality, Applying causes to effect. |
| 17. Spirituality, Intuition—faith—credulity. | 37. Comparison, Inductive reasoning—illustration. |
| 18. Veneration, Devotion—respect. | C. Human Nature, Perception of motive. |
| 19. Benevolence, Kindness—goodness. | D. Agreeableness, Pleasantness—suavity. |

The Various Temperaments

The salesman should become so proficient in the study of human nature, that he can, in less than a half minute, tell the predominant element of temperament in his prospective buyer, that he may not only get that person's attention, but awaken and hold his interest while he presents and explains the merits and acceptable side of his goods, or article. The surest method to pursue is to study the phrenological system of temperaments. We will classify them briefly under three heads, viz., The mental or thought producing, the motive, or will type, the vital or feeling type. These have an anatomical and physiological basis and are very simple and comprehensive.

The Mental temperament embraces the brain and nervous system and is the instrument through which mind is manifested and develops sensation, emotion, thought and feeling. A person in whom the mental temperament predominates has a very large head for the body. The forehead is large, being broad and high; the upper side-head is expanded, the base of the brain is narrow and small; the face is pyriform in shape, the features are delicately cut, if not sharp; the countenance is mobile and very expressive; the skull delicate and thin, as are all the bones of the body. The figure is not strongly marked like the motive temperament; seldom imposing, but may be graceful and elegant; the muscles are small and com-

part in quality, adapted to rapid action rather than strength. In short the whole structure is distinguished for its fineness and delicacy. Such persons are very quick



Mental.

in their motions and have great sensitiveness to pain and suffering. They will be inclined to study, think, write, teach and speak; to do indoor head work in preference to manual labor. The mind will generally predominate over the body and with fair culture, the person will be clear-headed, intense, susceptible to enjoyment and suffering and to every internal and external in-

fluence. The brain makes the whole body its servant and hence the whole body is the medium of mental manifestation. If the brain is larger in proportion than the body it is liable to exhaust the body, because the exhausting power is in the brain. It is proper to call this temperament mental rather than nervous. Some are nervous because they have taken strong tea, coffee, tobacco, or other poisons, and also from over work, dissipation or bereavement of family or friends; in these cases the nervous system is keyed up too high. But the mental being dependent upon nerve, is indicated when there is a predominance of brain and nervous force over bone and vitality.

The Motive temperament is indicated by large bones, strong, hard muscles, prominent joints and an angular figure, usually associated with more than average height;