

# **SUCCESSFUL SELLING**

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Successful selling by E. Leichter

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**E. LEICHTER**

**SUCCESSFUL  
SELLING**



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By  
E. LEICHTER



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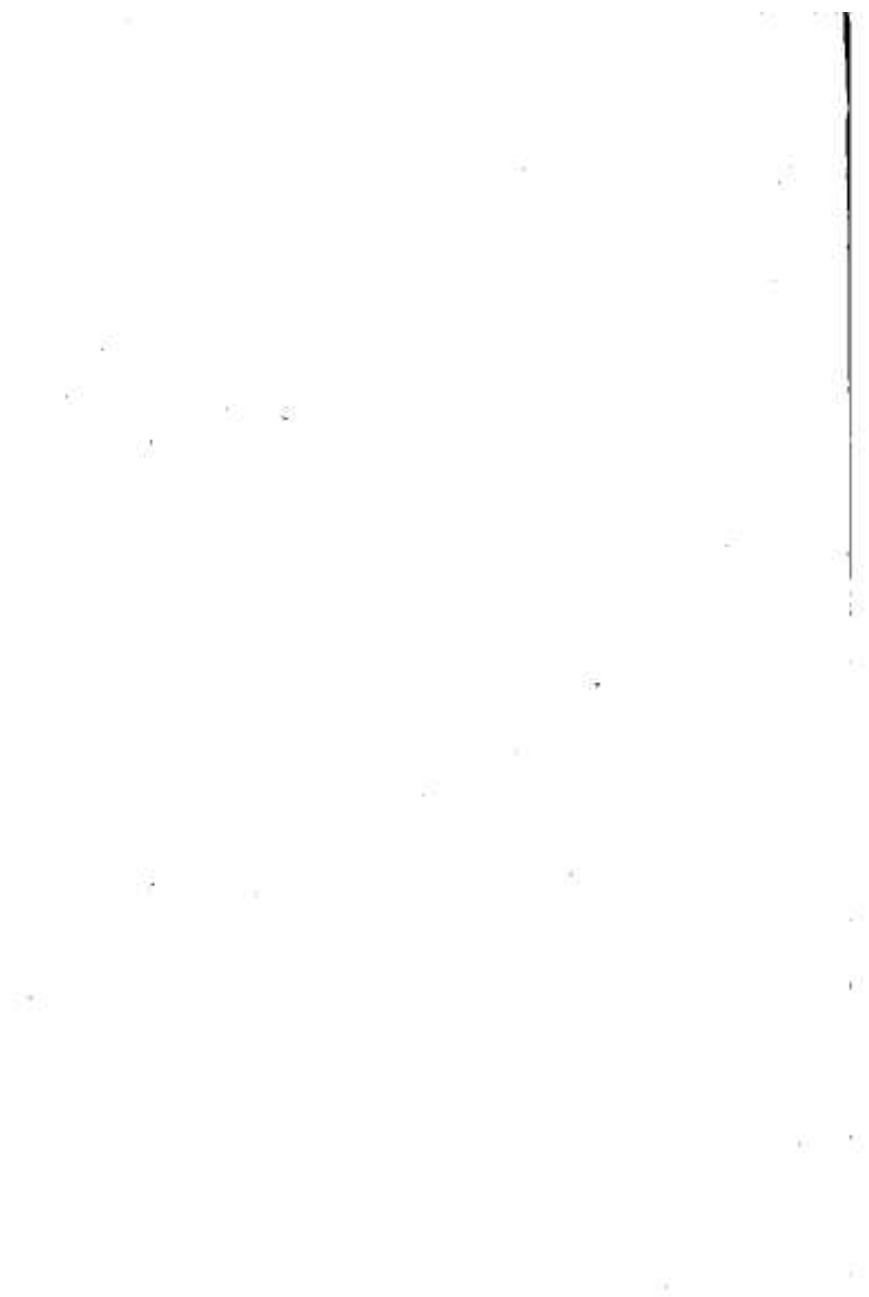
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TO  
DOCTOR HARTLAND LAW  
AND  
MR. HERBERT EDWARD LAW  
OF SAN FRANCISCO, WHO INSPIRED THIS LITTLE  
VOLUME, AND TO WHOM I WISH TO DEDICATE  
IT AS A SMALL TOKEN OF APPRECIATION  
OF THEIR SPLENDID LIFE AND  
WORK, AND THEIR MANY  
KINDNESSES TO ME

—The Author.





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# SUCCESSFUL SELLING

## I

### THE MODERN ASPECT OF SELLING

**SELLING** is the art of conveying. The abstract goodness, or utility, of a thing does not measure its worth. Goodness, or utility, is multiplied as it is conveyed. An insignificant utensil, used by many, is a greater good than a superb musical composition which never reaches the public ear. The person who represents a good to the community, therefore, whether he be a delightful singer of songs or a clever carpet-layer, must be measured by two standards: What has he to give? How wide is his circle? Selling serves the latter standard. It represents the method of multiplying usefulness by widening its sphere. The obscure musician who improvises in the garret, and who either does not know how or does not choose to follow the method of reaching masses, is a lesser power for good than a Pade-