

SALESMANSHIP FOR WOMEN

Published @ 2017 Trieste Publishing Pty Ltd

ISBN 9780649697519

Salesmanship for Women by Adelaide Benedict-Roche

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

ADELAIDE BENEDICT-ROCHE

**SALESMANSHIP
FOR WOMEN**

**SALESMANSHIP
FOR
WOMEN**

Salesmanship for Women



Gleanings from an experience of years in handling the sales problems of women in the field. A complete analysis of the fundamental principles involved in a sale.

Advice concerning the selection of the right article, preparation necessary to become successful, and a discussion of sales principles as woman-kind should apply them.

By

ADELAIDE BENEDICT-ROCHE.

Published by the Author
ADELAIDE BENEDICT-ROCHE
Cochranon, Pa.

PRICE, ONE DOLLAR POSTPAID.

1913.

UNIV. OF
CALIFORNIA

HDGC73
S3RL

Copyright 1918 by
Adelakie Benedict-Roche.

70 1741
AMSTERDAM

*A tribute to the unflagging
energy of the thousands of
American saleswomen in the
field who are making good.*

393574



CONTENTS.

CHAPTER I.	
Women Especially Qualified to Succeed as Representatives	11
CHAPTER II.	
Personal Appearance	29 ✓
CHAPTER III.	
Selecting the Right Article or Goods to Represent. 34 ✓	
CHAPTER IV.	
Belief in Your Goods.....	40 ✓
CHAPTER V.	
Importance of Committing Selling-Talk.....	43 ✓
CHAPTER VI.	
Building the Sale	51
CHAPTER VII.	
First Impressions.....	75
CHAPTER VIII.	
The Special Representative—Sometimes Called “General Agent”	81
CHAPTER IX.	
How to Overcome Objections.....	90
CHAPTER X.	
What to Do When a License Is Required.....	96
CHAPTER XI.	
Conclusion	101
Inspiration	105

