

THE PSYCHOLOGY OF SALESMANSHIP

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The psychology of salesmanship by William Walker Atkinson

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WILLIAM WALKER ATKINSON

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OF SALESMANSHIP**

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SALESMANSHIP

BY

WILLIAM WALKER ATKINSON

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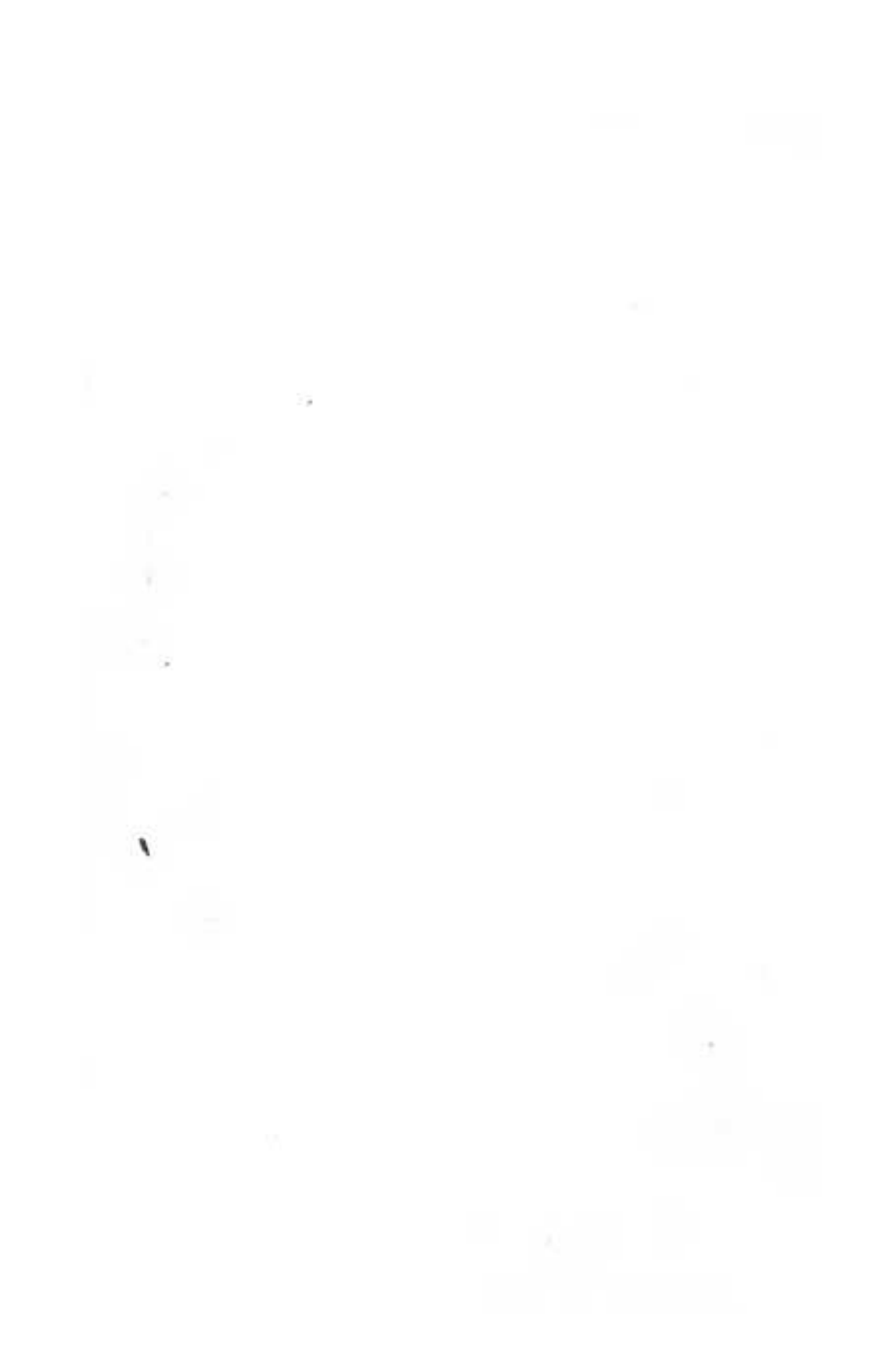
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TO THE
ALBANY

THE PSYCHOLOGY OF
SALESMANSHIP

CONTENTS

CHAPTER	PAGE
I. Psychology in Business.....	9
II. The Mind of the Salesman	28
III. The Mind of the Salesman (con- tinued)	47
IV. The Mind of the Buyer	70
V. The Mind of the Buyer (contin- ued)	91
VI. The Pre-Approach	114
VII. The Psychology of Purchase.....	137
VIII. The Approach	167
IX. The Demonstration	193
X. The Closing	222



CHAPTER I

PSYCHOLOGY IN BUSINESS

Until the last few years the mere mention of the word "psychology" in connection with business was apt to be greeted with a shrug of the shoulders, a significant raising of the eyebrows—and a change of the subject. Psychology was a subject that savored of the class room, or else was thought to be somehow concerned with the soul, or possibly related to the abnormal phenomena generally classified as "psychic." The average business man was apt to impatiently resent the introduction into business of class room topics, or speculation regarding the soul, or of theories and tales regarding clairvoyance, telepathy, or general "spookiness"—for these were the things included in his concept of "psychology."

But a change has come to the man in business. He has heard much of late years re-