

**PERSONAL
SALESMANSHIP.
STUDENTS'
BUSINESS BOOK SERIES**

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Personal Salesmanship. Students' Business Book Series by Various

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VARIOUS

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PERSONAL SALESMANSHIP

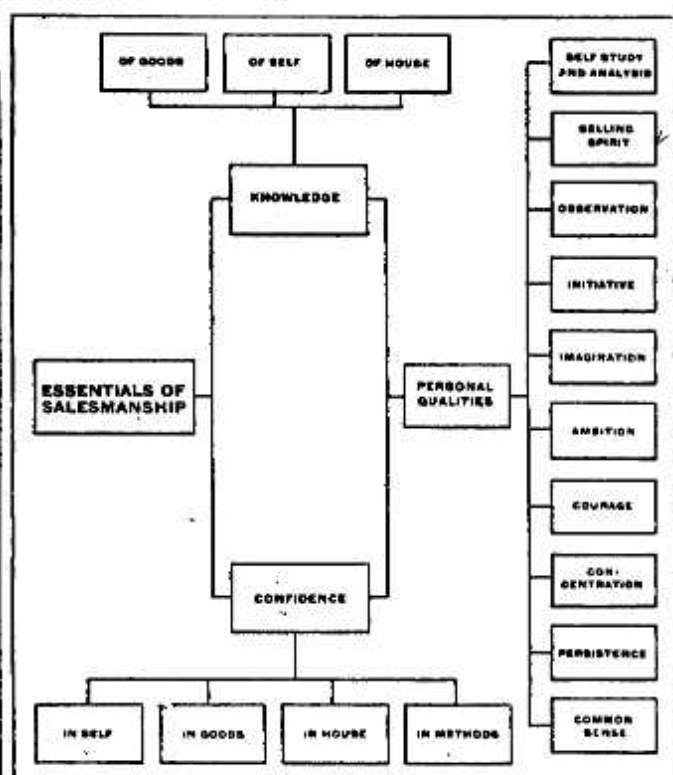
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Part I

THE GAME OF SELLING



In this chart are analyzed the requisite qualities of knowledge, confidence and personality which constitute the essentials of salesmanship.

Play Your Part

PLAY THE GAME!

It's the steady, vigilant, intense fighting with every ounce of strength given to every minute of play that wins the game of business—the pennants of commerce.

Ignore the odds against you—the long struggle ahead—the strength of the opposition—the jeering of the multitude.

Keep your eye on the ball—your hope and determination on the goal. Plan every move—watch every signal—seize every opportunity as though it meant the winning play.

A mountain is only a large mole hill; a Gibraltar must yield to incessant dripping. And it's this steady, pushing pounding, hammering of ceaseless play that lands the ball on the right side of the goal line—and the profits on the right side of the ledger.

PLAY THE GAME!



CHAPTER I

Selling—the Lifeblood of Business

BY WALTER H. COTTINGHAM

Vice-President and General Manager, The Sherwin-Williams Company

What is business?

This game which men play, revel in, live for—

This game which men play and continue to play, even after its apparent object is accomplished—after great fortunes are laid away?

What is the sustaining element in this great game which develops men and builds up industries and nations as a by-product of the joy of playing?

What is it that keeps quick the nerve centers and furnishes the lifeblood?

It is another, inner game—the game of selling. Here it is that men match skill and shrewdness in the struggle for success.

The selling force is the fighting factor—the militia—of every house. It establishes the outposts of industry, it gains new ground to build up strength and stability, it guards from threatened failures the stronghold of success.

Loyalty to the men on the firing line is the patriotism of the business world, and the spirit of the great sell-

ing game they play is what thrills the men in the conflict of competition and makes the battle of business worth while.

It is the Thrill of Pleasure in Conscious Success that Spurs Men on

Business is warfare. It is a hard, constant fight to the finish. The moment a contestant enters the field of commerce he is challenged by a host of competitors. All his movements are disputed and opposed by those already in possession of the field. He must fight to live. He must conquer to succeed.

So it is that a man of business is like a soldier of the regiment. And like the well-trained soldier who delights in the clamor of battle, the enterprising business man is eager for the struggle of competition. He likes the excitement of contending for supremacy. He delights to overcome those who oppose him and he finds genuine pleasure in outwitting his rivals.

It is the spirit of rivalry that sharpens a man's intellect and spurs on his energy. And unless a man is possessed of this desire to overcome, to surpass, to stand first in his line, he can never hope to carry the day, he will never succeed in the fight.

Profit, which is the reward of industry and ability in business, is not the sole object and consideration that actuates the really successful man. The love of gain cannot inspire him to the highest endeavor. There must be something greater, something more enduring to call forth his supreme efforts and satisfy his ambition.

And that something is the same spirit that is possessed by the men of war who go into battle to do or die.

Every man likes to win—at something. Is it not so? The love of victory is in every man's heart, and the

greatest game in all the world is the game of success. Men's ideas of success may differ, but I believe every man desires it, and aims at it in some form or other.

Winning success is a serious matter. It cannot be accomplished in an easy or offhand manner. It's strictly and painfully true—there's no royal road to the goal. It's hard pull up hill, over a rocky, if straight, road all the way. You can't make it without climbing, nor without bruises. When you reach the top you may ride in your carriage or automobile, but you'll have no time or use for these on the way up. In the heat of the battle and in the stress of the struggle you must go unaided and alone.

It's the only way and the best way. Success would possess no charm apart from the struggle. It's in the winning hour, in overcoming, in conquering, that the victor finds his joy.

*Opportunities are Unlimited for the Man with
Ambition to Win New Victories.*

Progress is development, and development is the purpose of life. Where there is no progress there is stagnation, and stagnation is death. The great country in which we enjoy the privilege and good fortune of living is the most progressive in the world. No other country ever advanced so rapidly or so far. No other people have enjoyed such a measure of prosperity as the American people. Such is the atmosphere in which we live and work. It is as natural for our aggressive organization to progress as it is for us to breathe the invigorating air that sustains us.

Ambition is the great incentive to progress. It is the desire to excel, the eagerness to surpass old records and establish new ones, that fires the mind, quickens

the pulse and prods the energy to attempt greater achievements.

Imagination also plays a great part in the march of progress. The man of deeds is a man of vision. We must first picture in our minds the aims we strive for. We must behold a vision of what we long to be. The plans for every great structure first exist in the mind of the architect before they find expression in the drawings of his chart. So the plans for our career, which is to be our life's work, must first be sketched by the imagination on the brain, then worked out by the mind and at last realized in our work.

Too many work without plans or specifications—they never see the vision, and their structures are poor and shapeless and never enduring. As the plans are crude and small, so will the building be.

The great thing, therefore, is to plan *big* and *broad* and *high* and *secure*. Keep the plans ever before your eyes, work close to the specifications and keep building steadily and securely, bit by bit, until your structure rises to its full height and glory.

Every Man a Salesman

THE biggest men in the world today are salesmen. They may call themselves bankers, lawyers, engineers, or ministers. As a matter of fact, they are all selling their own or someone else's services, and the man who is the best salesman gets the highest price.

Edwin W. Moore.