

**SALESMANSHIP
AND
CO-OPERATION**

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Salesmanship and co-operation by Anonymous

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The salesman of to-day must know that business is not a contest, but a co-operation. He must know that the antagonistic spirit which permeated business in its early days has no place in modern commercialism. He must know that fighting is child's play, but co-operation is work for grown men. And he must know that business is not merely a method of making a living; it is the science of human service.

The Power of Belief

There is a power in the minds of men that, when exercised, never fails to generate success. It is the power of belief—belief in themselves and belief in the work that they are doing.

Take two men of like experience and of the same apparent ability, and give to each the same task. The one who believes in what he is doing will succeed; the one who believes not will fail.

Consider the achievements that are monuments to inventive genius, the products of perseverance and of industry, and all things that are worth while. They are the work of men who believed in what they did.

Field dreamed of an Atlantic cable, believed it practicable, overcame a thousand obstacles, and laid a thread of steel across the ocean bed which made communication between continents a reality. Success comes through the power of belief.

Edison dreamed of a world lighted, heated, driven by the mystic, unseen fluid that the ingenious Franklin had coaxed from the clouds with his kite-string a century before. And being a dreamer who believed in making his dreams come true, he proceeded to harness and to direct that power and to give to us the electrical marvels of our time. Success comes through the power of belief.

Thomas J. Foster, in a little Pennsylvania mining town, saw the need of a plan of education that would enable the labourer at his task to train his hands and his brain for better work. And believing in the plan that his ingenuity had devised, he built upon it one of the greatest educational institutions of the world. Success comes through the power of belief.

Do you believe in the work that you are doing, in the security that you are selling, in the methods that you are using, in your ability to succeed? If you believe, you are sure to succeed. If you believe not, you are on the wrong road, a road that will never lead you to success.

If you believe not in your company, in your proposition and in your ability to sell it, then make up your mind to-day that you will make an honest, earnest effort to acquire that belief.

When a firm is doing a great work, when it is selling a security that gives to every buyer 100 per cent. of conservative investment value, when it is backed by honest, clean-cut men of achievement, then it is carrying on a business that should inspire its men to give forth the best that is in them.

Yourself and Your Prospect—The Human Element in Selling

To reach the pinnacle of salesmanship, a man must have great qualities both of mind and of disposition. He must have a brain that can play chess with a prospect. He must be alert, receptive, masterful. He must have his profession mapped in large lines, and he must take his work seriously as one requiring the severest mental concentration.

It is an art to handle a man in such a way as to win both his order and his friendship. A living man is the most complex mechanism in the world. Compared with a man, a locomotive is a toy. The slightest blunder may cause a man to work badly or to

break down; yet there are no printed directions attached to him. All we can do is to watch his eyes and do our best.

An efficient salesman never tackles his man. All the things that are right in football are wrong in salesmanship. Goals in the commercial world are not won by kicks. If you crash unexpectedly into another man's mind, his mind will naturally resent your arrival, and first impressions are lasting.

The first words of self-introduction often tell the whole story of an interview. They should be as few as possible. The really big men in the business world require the fewest. They value their time by heart beats. They are men of few words and they appreciate a statement that is brief and to the point. The pith is what a competent business man wants.

The most efficient method of approach is to come to a man from his own point of view. If you can do this, you will be welcome no matter what you have to sell. You should never talk at a man, but always talk with him. The difference between these two procedures is the difference between failure and success.

To every man the most important and interesting word in the language is his own name. However commonplace he may be, he at least has that one distinguishing feature. You would better not go near a man, than to meet him and mispronounce his name, or than to meet him and not to know his name. That is almost as fatal to the success of your interview as though you carried a wet towel and with it slapped his face.

Few small incidents are more gratifying to a man than when some apparent stranger appears and tells him a new fact about his name. For instance, sup-

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pose a telephone salesman wants to sell service to a man who is named Grant. He approaches his man and says: "Good morning, Mr. Grant, do you know that we have the names of eleven men named Grant in our telephone book? We want yours to make the even dozen." This interests and pleases Mr. Grant. Here is a fact about his name that he did not know. Of course, he subscribes to the telephone service and becomes the twelfth Grant. Not to do so would spoil a good story.

If you can discover no distinguishing feature about the man himself, speak of his location. Speak of his building. If it be well kept, tell him so. If the city be coming in his direction, tell him so. Say something that will please him and that will make him respect your judgment. No one cares to do business with a stranger. And if you show that you know nothing of and care nothing for the other man, certainly he will care nothing for you or for your proposition.

Speak with him; that is the main thing. Before you venture to worry a man about your proposition, you owe him the honor of having first thought about him and about what he is doing. To do this is not flattery, as some salesmen erroneously suppose. It is good breeding; it is courtesy; it is showing a proper deference and respect for the personality of your customer.

In many cases, it is better to listen first and to speak afterward. If you have reason to believe that your man has any grievance, or any story of success or of failure, draw it from him. It is always better for him to talk to you than for you to talk to him. Many a salesman speaks his own chances to death. No matter how interesting you are, you cannot possibly be as interesting to a man as is his own voice. This is a trait