

**THE ART OF SELLING, FOR  
BUSINESS COLLEGES, HIGH  
SCHOOLS OF COMMERCE, Y. M.  
C. A. CLASSES AND PRIVATE  
STUDENTS**

Published @ 2017 Trieste Publishing Pty Ltd

ISBN 9780649029709

The Art of Selling, for Business Colleges, High Schools of Commerce, Y. M. C. A. Classes and Private Students by Arthur Frederick Sheldon

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**ARTHUR FREDERICK SHELDON**

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# THE ART OF SELLING



# The Art of Selling

For Business Colleges  
High Schools of Commerce  
Y. M. C. A. Classes and  
Private Students

*By*

ARTHUR FREDERICK SHELDON

Formulator of the Science of Business  
Building and Editor of "The Business  
Philosopher"



UNIVERSITY OF  
CALIFORNIA

1911

THE SHELDON UNIVERSITY PRESS  
LIBERTYVILLE, ILLINOIS

HF 5438  
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## PREFACE

**F**OR a number of years now my whole time and energies have been consumed in expounding the Science of Salesmanship, and I have been compelled to turn a deaf ear to requests from many quarters for a text-book suitable to students in High Schools of Commerce, Business Colleges and other centers of commercial education, although I was not unaware of the compliment thus bestowed on me.

During my travels about the country in 1910-1911 I found a book was needed on *The Art of Selling*—a theme quite distinct from the Science of Salesmanship—and the following pages stand for my attempt to supply that need.

Men who can sell are in great demand. Not long ago I counted the advertisements in a Sunday issue of the *Chicago Tribune* and found 111 firms were needing the services of salesmen. A field of labor so wide, offering remuneration up to \$10,000 a year, is one for which a course of school or college study is emphatically necessary, not as a complete preparation, but as an introduction to the great theme of salesmanship.

Being a practical salesman myself, as well as a teacher of the science, it is no credit to me that by force of circumstances I should have the advantage of knowing the subject from all points of view; but still this advantage is ultimately to the benefit of the student, and he will find in the lessons of this book an exposition of the principles which apply to salesmen of every type. I look forward to the day when selling will figure a good deal more conspicuously than it does now in the curricula of schools and colleges; for when it is realized that every one has something to sell, education will take steps to provide means for teaching the mental law of sale.

I have prepared a small hand-book for the use of teachers who conduct classes where the *Art of Selling* is the text, and copies can be obtained by applying direct to me. This applies also to private students who are unable to attend classes.

A. F. S.