

**HOW TO SELL MORE  
GOODS: SECRETS OF  
SUCCESSFUL  
SALESMANSHIP; PP.1-212**

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How to Sell More Goods: Secrets of Successful Salesmanship; pp.1-212 by H. J. Barrett

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**H. J. BARRETT**

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# HOW TO SELL MORE GOODS

SECRETS OF SUCCESSFUL SALESMANSHIP

BY  
H. J. BARRETT  
AUTHOR OF  
"DOLLARS AND SENES"



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## PREFACE

To one who has never sold goods it seems odd that a man should be paid for engaging a certain number of his fellows in conversation each day. It seems an easy and agreeable method of earning a livelihood.

But any man who has covered a territory knows that selling is hard, exhausting work. Still, it has its compensations. A salesman is his own boss. And isn't it a satisfaction to pry a sizable order out of some tough prospect who opened the interview by remarking that he couldn't buy a brick in the Biltmore if the building were offered him for two dollars and a half?

Selling is a man-size job. Tact, quick thinking, tenacity, intuition, grit—these are some of the qualities that enter into the composition of the seasoned salesman. Experience, too, is a tremendous asset. Salesmanship, just as much as any profession, must be learned. And every salesman who has watched his own progress knows how big a part was played by the hard knocks of the actual daily grind.

Because something, too, can be gained from the other man's experience, the writer believes that this volume will prove of value to salesmen. Salesmanship cannot be learned from a book, but many a valuable pointer can be thus acquired. Unknown to themselves, scores of salesmen can claim authorship of *How to Sell More Goods*. For it is written largely out of the experience of the many salesmen the writer has met in the course of his own work,

## PREFACE

Originally published in the New York *Evening World* and other newspapers, the articles are reprinted at the request of their readers. Most of the volume applies directly to the daily problems of the salesman. Two chapters, however, are devoted, respectively, to "Sales Management" and "Selling Behind the Counter."

It is the writer's hope that they will serve to smooth the tortuous path extending from the "approach" to the dotted line in the case of the salesman now reading these words.

H. J. B.