

**THE SCIENCE AND
ART OF
SALESMANSHIP**

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The science and art of salesmanship by Simon Robert Hoover

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SIMON ROBERT HOOVER

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MACMILLAN'S COMMERCIAL SERIES

EDITED BY CHEESMAN A. HERRICK

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OF
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THE SCIENCE AND ART
OF
SALESMANSHIP

BY

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CLEVELAND, OHIO

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PREFACE

EVERY ONE has something to sell, and the ability to market his commodity or services often determines the measure of his success. In the preparation of the following text several objects have been kept in mind, among which are the following: to discuss the subject for those who are beginning the work of selling as well as for those who have had experience; to provide a preparation which will fit pupils in secondary schools to enter upon the kind of selling they are most likely to do; to provide illustrations from a variety of sources; to present the material in acceptable English; to render unnecessary much of the time and expense of department stores in training graduates of secondary schools for their work; to suggest to persons of all classes, whether their contribution to society be in the form of commodity or service, the principles which will enable them to secure the most favorable hearing.

The course herein presented is the result of a process of development extending through several years of class instruction and close association with a number of large modern business organizations. That the objects mentioned above have been attained is indicated

by the testimony of persons who have taken the course and have reported that it has been found of great value not only commercially but also, to an almost equal extent, socially.

The method of instruction which requires members of the class to report to the class their observations of actual sales, after sufficient ground has been covered in the text to give them a fair idea of correct principles, will be found to add to the interest and to fix many of the fundamentals in their minds. To this can be added with much profit demonstration sales, competitive sales by individuals in the class as well as illustrative sales and addresses by practical salesmen.

The writer desires to express his appreciation for the courtesies extended in the preparation of the manuscript by the Halle Brothers Company, The Wm. Taylor Son & Co., The Lockwood, Luetkemeyer, Henry Co., The Lindner Co., The Day Varnish and Paint Co., The Sherwin-Williams Paint Co., The Cleveland Hardware Co., The Gregg Writer, the John Wanamaker and the Strawbridge and Clothier Stores. He has also to thank many others who have been more than kind in many ways.

S. R. H.

March 15, 1916.

EDITOR'S INTRODUCTION

THE first commercial schools in America were the private business colleges, so-called, which were organized during the second quarter of the nineteenth century and gave short courses in penmanship, bookkeeping, and commercial arithmetic. About 1870, the same schools added shorthand and typewriting, which led naturally to an emphasis on spelling and business English. Commercial instruction in public high schools, at first with short, and then with longer, courses, began about 1880. There was also established the endowed private school with a longer course and a more liberal conception of business education than the business colleges had.

It is possible to require a large amount of work in bookkeeping and stenography and yet not get from these studies an adequate educational return. With the lengthening of the course the tendency has been to distribute earlier subjects over a longer time and to add more general studies along such lines as commercial geography, history, economics, accountancy, banking, transportation, advertising, and salesmanship. In a commercial school there is great danger of getting