

**THE SCIENCE OF BUSINESS: BEING THE
PHILOSOPHY OF SUCCESSFUL HUMAN
ACTIVITY FUNCTIONING IN BUSINESS
BUILDING; OR, CONSTRUCTIVE
SALESMANSHIP. LESSON TWELVE. THE
SALE II; SYNTHESIS - CONTINUED**

Published @ 2017 Trieste Publishing Pty Ltd

ISBN 9780649698813

The Science of Business: Being the Philosophy of Successful Human Activity Functioning in Business Building; Or, Constructive Salesmanship. Lesson Twelve. The Sale II; Synthesis - Continued by Arthur Frederick Sheldon

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Cover @ 2017

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ARTHUR FREDERICK SHELDON

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The
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LESSON TWELVE

THE SALE II
SYNTHESIS—CONTINUED

CHICAGO, U. S. A.

1917

KC 3710



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CHECK FORM
To Assist in Analyzing the "Almost Sales"

Prospects Seen	Favorable Attention	Interest	Appreciation of Values	Desire	Decision	Action	
Brown.....	100	100	100	100	100	100	
Smith.....	100	100	100	100	100	100	
Jones.....	100	100	100	50			N. B.
Williams....							
Johnson....	100						
Comstock...	100	100	100	50			N. B.
Siebenthal..	100						
Winter.....	100	100	100	100	100	50	N. B.
Sturges.....							
Strong.....	100	100	100	50			N. B.
	80%	60%	60%	45%	30%	25%	

LESSON TWELVE
SYNTHESIS—CONTINUED

CHAPTER I
AROUSING APPRECIATION AND CREAT-
ING DESIRE IN DIFFICULT CASES—
THE SECONDARY SELLING
TALK

IN THE following presentation it is taken for granted that the party of the first part has secured the favorable attention of the party of the second part by means of the introduction, and has also aroused interest by means of the first selling talk.

He had hoped by means of the synthetic description of the first selling talk to capture the fortresses of appreciation, desire, decision, and action, and so make the sale. But this has not been accomplished. When that indirect suggestion was put forth to get the name on the dotted line or to have the goods sent out—in other words, when terminal facilities were reached—it was found that the psychological moment had not yet arrived.

The customer was given an opportunity to buy, but if this was correctly done he was not given a

very good opportunity to refuse, because when the salesman "sensed" that his talk had only aroused a condition of interest, he did not press for the sale at that time.

As a scientific salesman he knows that the absence of the psychological moment was simply due to the absence of a sufficient amount of desire on the part of the customer for the article; and it is therefore now "up to him" to create the necessary desire.

To do this, he has at his command his **secondary selling talk**.

Other things being equal, the power of the individual to secure the mental agreement of those with whom he communicates varies directly with the excellence of his secondary selling talk.

Desire defined. Again let us remind the student that desire is "an emotion directed to the attainment or possession of an object from which pleasure, whether sensual, intellectual, or spiritual, is expected; a passion consisting in uneasiness for want of the object toward which it is directed, and the impulse to attain or possess it; in the widest sense, a state or condition of wishing."

More tersely it is defined as "an earnest wish, longing, or aspiration for a thing."

The persuader has right here the measure of his duty and his task in connection with desire. He must create an earnest wish, longing, or aspiration for the thing he is selling.

There may be some fear or hesitancy about making a given purchase. The customer may think it is needless, unwise, or untimely, but if the salesman can make him appreciate the values, cause him to see that pleasure, profit, or gratification will certainly accrue to him, the flame of desire will inevitably be kindled in his breast.

Then, if this flame is fanned by further and repeated visions of the benefits he may expect, the flame will grow into a consuming fire that must sweep all hindrances and hesitations from its path.

In some ways this secondary selling talk, the synthetic instrument for the changing of interest and appreciation into desire in difficult cases of persuasion, is similar to the first selling talk, but in others it is vastly different.

Expository form of language used. One point of difference is that the persuader now switches from the descriptive to the expository form of language. We take it for granted that the student has studied carefully the Textbook on expression, "Polishing the Points," and therefore knows the exact meaning of the word expository.

Exposition is that form of discourse dealing with