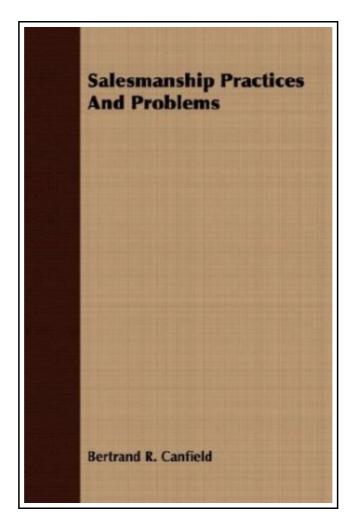
Salesmanship Practices And Problems



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Reviews

This pdf is so gripping and intriguing. I could comprehended almost everything using this composed e ebook. You are going to like just how the article writer create this ebook. (Miss Dakota Zulauf)

SALESMANSHIP PRACTICES AND PROBLEMS



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Read Books, United Kingdom, 2007. Paperback. Book Condition: New. 212 x 140 mm. Language: English Brand New Book ***** Print on Demand *****. SALESMANSHIP PRACTICES AND PROBLEMS The quality of the materials used in the manufacture of this book is governed by continued post-war shortages. PREFACE So much has already been written about salesmanship that the only justification for another book is that it presents a new approach to the subject. This volume is a departure from the usual text on salesmanship in that it is neither inspirational, anecdotal, psychological, nor economic. The unique aim of this book is to present successful salesman ship as a simple process of overcoming twenty fundamental problems commonly encountered in selling goods and services. The authors conception of selling is that it is essentially a method of dealing with difficulties which are created by a sales man himself, his product, and his prospects. A successful salesman experiences little trouble in surmounting these prob lems an unsuccessful salesman fails because he cannot overcome these basic difficulties met in selling. These fundamental problems are experienced in selling every variety of product and service and with all types of prospects. They often are present before a salesman comes face to face with a prospective customer and they often exist long after an order has been secured. Many of the problems confronting an indi vidual salesman are of his own making, arising from his personality, habits, health, education, and attitude. Other problems are created for him by prospective purchasers and are a result of their experience, personality, education, needs, ability to buy, and authority. After critical observation of the work of many salesmen of numerous products and services, consultation with many types of buyers, conferences with salesmen and sales executives, and consideration of the authors personal experience as a...



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