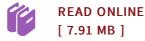




Salesmanship Practices And Problems (Paperback)

By Bertrand R. Canfield

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...



Reviews

This is actually the finest publication i actually have study right up until now. We have study and so i am confident that i am going to planning to go through again again in the foreseeable future. I am just effortlessly will get a delight of studying a published book.

-- Lori Bernier

Thorough guide! Its this sort of very good study. Yes, it really is play, nonetheless an interesting and amazing literature. You may like the way the blogger create this ebook.

-- Dameon Hettinger