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## *Introduction*

### *Definition of Salesmanship*

*A* Master Salesman is an artist who can paint word-pictures in the hearts of men as skillfully as Rembrandt could blend colors on a canvas. He is an artist who can play a symphony on the human emotions as effectively as Paderewski can manipulate the keys of a piano.

A Master Salesman *is* a strategist at mind manipulation. He can marshal the *thoughts* of men as ably as Foch directed the allied armies during the World War.

A Master Salesman is a philosopher who can interpret *causes* by their *effects* and *effects* by their *causes*.

A Master Salesman is a character analyst. He knows men as Einstein knows higher mathematics.

A Master Salesman is a mind reader. He knows what thoughts are in men's minds by the expressions on their faces, by the words they utter, by their silence, and by the feeling that he experiences from within while in their presence.

The Master Salesman is a fortune teller. He can predict the future by observing what has happened in the past.

The Master Salesman *is master of others BECAUSE HE IS MASTER OF HIMSELF!*

The attributes of mastery in selling will be described in this book as well as the means by which these qualities may be acquired. The purpose of the book is to enable the reader to transform mediocrity into mastery in *the art of persuasion*.

Life is a series of ever-changing and shifting circumstances and experiences. No two experiences are alike. No two people are alike. Day after day we experience life's kaleidoscopic changes. This makes it necessary for us to adapt ourselves to people who think and act in ways different from our own. Our success depends, very largely, upon how well we negotiate our way through these daily contacts with other people *without friction* or opposition.

This sort of negotiation calls for an understanding of the art of salesmanship. We are all salesmen regardless of our calling. But not all of us are *Master Salesmen!*

The politician must sell his way into office. If he remains in office, he must keep himself sold to his constituency.

The salaried person must sell himself into a job. Salesmanship must be used to keep the position after it has been obtained.

If a man seeks a loan at a bank, he must sell the banker on making the loan.

The clergyman must sell his sermons, and himself as well, to his followers. If he is a poor salesman, he soon finds himself looking for another "call."

The lawyer must sell the merits of his client's case to the judge and jury even if he knows his case has but little merit.

If a man chooses to marry, he must sell himself to the woman of his choice, although the woman may, and often does, remove many of the obstacles in the path of the sale.

Everybody will agree with this statement.

The day laborer must sell himself to his employer, although the form of salesmanship required is not as difficult as that which must be employed by the man who sells himself into a job at \$50,000 a year.

These are examples of salesmanship through which people sell intangibles. Any form of effort through which one person persuades another to cooperate is salesmanship. Most efforts at salesmanship are weak; and for this reason most people are poor salesmen.

If a man attains a high station in life, it is because he has acquired or was blessed with native ability as a salesman. Schooling, college degrees, intellect, brilliancy, are of no avail to the man who lacks the ability to attract the cooperative efforts of others, *thus to create opportunities for himself*. These qualities help a man to make the most of *opportunity* once he gets it. But he must first contact or create the opportunity to be worked on. Perhaps, by the law of averages, opportunity is thrust upon one out of every hundred thousand people. The others must create *opportunity*. Moreover, salesmanship is often as necessary in the development of opportunity as in its creation.

“Salesmanship” in this book applies not merely to marketing commodities and services. *You can sell your personality. You must do it!* As a matter of fact, the major objective in writing this book was to teach men and women how to sell their way through life successfully using the selling strategy and the psychology used by the Master Salesman in selling goods and services.

Herbert Hoover was handicapped during his youth by the loss of his parents. Millions of other orphans have lived and died without having had the *opportunity* to make themselves known outside of the local communities in which they *existed*. What distinguishing features did Mr. Hoover possess to enable him to set his sails in the direction of the White House and ride with the winds of fortune to that high goal? *He discovered how to sell his way through life successfully*. This book is to teach others to do the same.

Jean Beltrand has given five definitions of salesmanship, as follows:

FIRST: Selling is the ability to make known your *faith, goods, or propositions* to a person or persons, to a point of creating a desire for a privilege, an opportunity, possession, or an interest.

SECOND: Selling is the ability of professional and public men to *render services, assistance, and cooperation*, to a point of creating a desire on the part of the people to remunerate, recognize, and honor.

THIRD: Selling is the ability to *perform work, duties, and services* as an employee, to a point of creating a desire on the part of an employer to remunerate, promote, and praise.

FOURTH: Selling is the ability to *be polite, kind, agreeable, and considerate*, to a point of creating a desire upon the part of those you meet to respect, love, and honor you.

FIFTH: Selling is the ability to write, design, paint, invent, create, compose, or accomplish anything, to a point of creating a desire upon the part of the people to acclaim its possessors as heroes, celebrities, and great men.

These definitions are very broad. They might easily cover a great variety of all human activity. The whole of any life is one long, unbroken chain of sales endeavor.

The newly born babe is a salesman! When it wants food, it *yells* for it and *gets it!* When it is in pain, it *yells* for attention and gets that, too.

Women are the greatest salespeople on earth. They are superior to men because they are more subtle, more dramatic, and use greater finesse. Men often believe they are selling themselves to women in proposals of marriage. Generally, however, it is the woman who does the selling. *She does it by making herself charming, attractive, and alluring.*

While Mr. Beltrand's definitions are comprehensive, I would add to his list one more, viz:

“Selling is the art of planting in the mind of another a  *motive*  which will induce favorable  *action.*”

The importance of this definition will be apparent throughout the book.

The Master Salesman becomes a master because of his or her ability to induce other people to  *act*  upon  *motives*  without resistance or friction.

There is but little competition with Master Salesmen because there are so few of them!

*Master Salesmen know what they want.*  They know how to  *plan*  the acquiring of what they want. Moreover, they have the  *initiative*  to put into  *action*  such a  *plan.*

There are two forms of sales endeavor. One: when the salesman is negotiating with but one person. Two: when the salesman is negotiating with a group of people. The latter is commonly known as group selling or public speaking.

The Master Salesman's education is not complete unless he has the ability to persuade groups of people as well as influence individuals. The ability to speak to groups with that force which carries conviction is a priceless asset. It has given more than one man his  *big opportunity.* This ability must be self-acquired. It is an art that can be acquired only through study, effort, and experience.

Here are some specific instances:

William Jennings Bryan lifted himself from obscurity to a position of national prominence through his famous “Cross of Gold” speech, during a Democratic National Convention.

Patrick Henry immortalized himself through his famous “Give me liberty or give me death” speech in the days of the American Revolution. But for that speech, his name might never have known its heritage.

Robert Ingersoll changed the trend of theology by his eloquent art in forceful group salesmanship.

The Master Salesman has the ability to influence people through the printed page as well as by the spoken word.

Elbert Hubbard accumulated a modest fortune and indelibly impressed his name upon the minds of men through the selling power of his pen.

Perhaps Thomas Paine, through the power of his pen, did more than any other one person to inspire the American Revolution.

Benjamin Franklin immortalized himself and left his imprint for good upon civilization by the forceful simplicity and quaintness of his written salesmanship.

Abraham Lincoln immortalized himself through a single speech, his Gettysburg Address—simple in theme, pure in composition, moving in thought.

The spirit of Jesus Christ goes marching on, influencing hundreds of millions of people 2,000 years after his death because he was a Master Salesman. He built his sales presentation around a  *motive*  universally acceptable.

Caesar, Alexander, Napoleon, the ex-kaiser Wilhelm of Germany, and hundreds of others of their type were also Master Salesmen. But  *they built their sales presentations around motives that were destructive of the best impulses in civilization.*  They sold and delivered wars—wars for which the people paid in blood and tears and suffering.

Enduring success in selling is always predicated upon  *sound motive* ! Remember this, you who aspire to mastery in selling. Sell neither stones nor serpents nor swords!

The world now faces the greatest opportunity for Master Salesmanship in history. The Business Depression left wounds in millions of hearts that must be healed. Only  *master salesmanship*  can do it. New leaders and a new brand of leadership are needed throughout the world in almost every line of human endeavor. This is a great reconstruction period. It is rich with opportunity for Master Salesmen who have the  *imagination*  to build their sales efforts around motives that are beneficial to the general public, and who release their full  *energies*  through their work.

*Class privileges*  are passing! Mass privileges are in the ascendancy. Remember this, too, when selecting a motive as the guiding spirit of your sales efforts: The  *people*  must be served.

The whole of America stands at the crossroads of progress waiting for able leadership. Millions of people have been slowed down by  *fear*  and

*indecision*. Here is an unparalleled opportunity for men and women who are prepared to adapt themselves to the new brand of leadership, fortified by *courage*, dedicated to *service*.

High-pressure salesmanship, of which we heard so much during the last 20 years, is now a thing of the past. The “go-getter” will have to make room for the “go-giver” in every walk of life, selling included.

The successful leader of the future, whether in the field of selling or in other walks of life, must make the Golden Rule the basis of his leadership.

In the future, the question of paramount importance will be: “How much can I give in the way of service to others?” not, “How much can I get away with and keep out of jail?”

A great economic renaissance is sweeping the entire world!

The man who cannot see this is mentally and morally blind. The old order of things in business and industry has already been swept away, and a new order is rapidly taking its place. Wise beyond description is the person who sees this change and adapts himself to it harmoniously—without force!

We are approaching an era during which we shall see the reincarnation of the spirit of Thomas Jefferson and Benjamin Franklin and George Washington and Abraham Lincoln in politics and the reincarnation of the spirit of Marshall Field and John Wanamaker in the fields of industry, business, and finance.

The people have become rebellious against the oppression forced upon them by the avaricious and the greedy. This spirit of resentment is not transient. It will remain until it rights a wrong. It will gain organized momentum. America will not soon again see the sad spectacle of millions of people starving to death in the midst of an overabundance of both the necessities and the luxuries of life.

We are on the grand concourse that leads out of the wilderness of human exploitation, and we are not going to be driven or coerced into giving up our rights to remain on this highway.

These statements of fact and of prophecy may be helpful to those who aspire to leadership in the field of selling or in some other walk of life. Men who have imagination will not wait for time to prove their soundness. They will anticipate the changes that are to take place and will adapt themselves to the new conditions.

The great changes occasioned by the economic upheaval that has thrown millions out of adjustment in all fields of human activity accentuates the need for discovering those fundamental principles by which one may come back into the path of ordered progress. Since all people must use

some form of salesmanship to right themselves and to adjust themselves into satisfactory relations, both social and commercial, it behooves one to lend an ear to a presentation of those fundamental principles with suggestions of their practical application. This book attempts to teach such principles.

The person who masters these fundamental principles of persuasion can sell his way through life successfully, surmounting obstacles, overcoming opposition, harnessing and redirecting adverse forces. No matter who you are or how much you know, you will not succeed unless you are a salesman! You must sell your services. You must sell your knowledge. You must sell yourself. You must sell your personality.

As you approach the study of fundamentals, keep ever before you the fact that your only limitations are creatures of your own mind. Remember, too, you can remove any limitation that you can create.

This book was written for men and women who will not permit themselves to be bound down by blind circumstance nor hedged in by psychological limitations.