

TEXTBOOK OF SALESMANSHIP

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Textbook Of Salesmanship

R Bogdan



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This historic book may have numerous typos and missing text. Purchasers can usually download a free scanned copy of the original book without typos from the publisher. Not indexed. Not illustrated. 1918 edition. Excerpt: CHAPTER XXXIV A SALE BEHIND THE COUNTER 33a

Introduction Retail salespeople can be broadly divided into two types: salesmen and order takers. The order taker merely supplies that for which the customer asks. The salesman adds to the value of the sale the customer intended to make in several ways: by selling something better suited to the shopper's needs; by selling larger quantities or a better quality than was originally asked for; or by offering additional merchandise which one naturally associates with the article originally bought. The following sale is presented as an illustration of the more enterprising method of retail salesmanship.

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Characters and Setting The scene is a modern drug store. On the left stands the soda fountain; beyond which is the candy counter. On the right hand are first the cigar counter and then the toilet goods section. At the toilet goods counter two salespeople are in attendance: a young man and a girl. Where possible the young man serves men and the girl supplies the wants of women. Both are busy showing goods when a prosperous-looking middle-aged man enters. He has a short-clipped mustache and a clean-shaven jaw. He walks toward the toilet goods counter and seeing both salespeople busy hesitates as if undecided whether to wait or to leave the store. Salesman: Good morning, sir. I shall be at liberty in a few moments. Customer: Nods his head abruptly. All right. While waiting he looks through the glass case on the counter at a display of shaving cream in collapsible tubes. Then he picks up a can of talcum powder standing on the top of the case, smells it, and puts it down. By this time the salesgirl has finished with her customer, but as the salesman is only waiting for some

Fundamentals of

Salesmanship Norris Arthur Brisco,1917 *Student Workbook for Textbook of Salesmanship* Frederic A. Russell, Frank Herman Beach,1955 **Textbook of Salesmanship. Seventh Edition. [By] Frederic A. Russell ... Frank H. Beach ... Richard H. Buskirk** Frederic Arthur Russell, Frank Herman Beach, Richard Hobart BUSKIRK,1963

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