



## Read's Lessons in Salesmanship (Classic Reprint) (Paperback)

By Harlan Eugene Read

Forgotten Books, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Excerpt from Read's Lessons in Salesmanship This Course is specially prepared for students of the Commercial branches. Its object is to train young people to sell goods in person and by mail, and to that end it develops the idea throughout that salesmanship is at the foundation of all business success, because any transaction involving an agreement between two persons calls for the exercise of the salesmanship quality. Everybody needs to know how to talk business and how to write business-getting letters. This is a course of fifty lessons on the simple principles of salesmanship, and should occupy the time of one recitation period a day, five days a week, for ten weeks. It contains no startling or strange statements about salesmanship, but is a simple, direct statement of the well-known fundamentals of the science of selling, arranged for the study of young men and women. Each day's work consists of a short lesson to be studied by the student, and an exercise or paragraph to be written. Throughout Parts I and II these written...



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