



The Psychology of Salesmanship (Paperback)

By William Walker Atkinson

Theclassics.Us, United States, 2013. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book ***** Print on Demand *****. 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. 1912 edition.

Excerpt: . THE MIND OF THE BUYER The second important element in a sale is the Mind of the Buyer. In the mind of the buyer is fought the battle of the sale. Within its boundaries are manifested the movements which win or lose the day. As a writer on the subject has said: The buyer's brain is the board upon which the game is played. The faculties of the brain are the men. The salesman moves or guides these faculties as he would chess men or checkers on a board. In order to understand the ground upon which your battle must be fought, and the mental elements which you must combat, persuade, move, push or attract, you must understand the various faculties of the mind, as well as the mind as a whole. Let us, therefore, consider the various mental faculties which are...

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