

Selling begins when we lead another to THINK as we do about something; it ends when he ACTS on that thought. Every one applies the first part of that principle a thousand times a day, but the second part we apply only occasionally; and the ability to apply the second part is what makes all the difference between people. Those who can apply it are leaders; those who cannot are led or lonesome. Let us watch it working in the commonest kind of casual conversation. Gee, its hot today! says Fred, and Jim answers: Yes, it eurely is. Fred has led Jim to THINK as he does about the weather. He has applied the first part of the principle of selling. Now, suppose he goes on to suggest that they go swimming, or turn on the fan, or open the window, or match for the drinks, as a means of cooling off. If Jim ACTS on Fred ssuggestion, then Fred has applied also the second part of the principle of selling he has made a sale in the sense that he has led another to think as he does about something, and has persuaded him to act on that thought.(Typographical errors above are due to OCR software and dont occur in the book.)About the Publisher Forgotten Books is a publisher of historical writings, such as: Philosophy, Classics, Science, Religion, History, Folklore and Mythology.Forgotten Books Classic Reprint Series utilizes the latest technology to regenerate facsimiles of historically important writings. Careful attention has been made to accurately preserve the original format of each page whilst digitally enhancing the aged text. Read books online for free at www.forgottenbooks.org

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