



## Modern Methods in Selling: A Book for Every Man and Woman in Business (Classic Reprint)

By Louis John Hoenig

Forgotten Books. Paperback. Condition: New. This item is printed on demand. 314 pages. Dimensions: 9.0in. x 6.0in. x 0.7in. Excerpt from Modern Methods in Selling: A Book for Every Man and Woman in Business. This work is written primarily for the salesman, or the man or woman who contemplates taking up selling work. I hope, however, that it may have some helpful suggestions as well for the sales manager, or the head of the house. It presents the problem of the one who sells either at wholesale or retail; of the salesman who calls on the trade or is called on by the trade, of the man who writes the sales letter, dresses the window or the display counter, or who writes the advertisements. Each may have a different line of work, but his problem is the same, - first, to get attention; each must have it. Then their problems run parallel in the effort to secure interest. There can be no selling without interest. Probably the work of each continues in the endeavor to secure desire which carries the necessary impulse to buy, and finally in obtaining the decision to buy, properly carried into effect. The traveling salesman carries his samples...

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