



THE PSYCHOLOGY OF SALESMANSHIP

WILLIAM WALKER ATKINSON

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**BY
WILLIAM WALKER ATKINSON**

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quarter million in competition with wealthy competitors, doing this by sheer selling ability. 'Take the first train out of town after you sell your man,' was his rule. If there was no train for several hours he excused himself the moment a deal was closed, and disappeared. 'Just as sure as I stayed around after that order was in my pocket,' he says, 'part of it would be cancelled or modified by the buyer, or some of my work in selling undone. If it were nothing else the buyer would play on the fact that I felt good about getting that order, and squeeze something extra out of me.' When you land your man get out of sight."

And, taking our own advice, kind reader, we, having said our say and "closed," will now take our departure. We thank you for your kind attention, and feel that we "have done you a good turn."

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