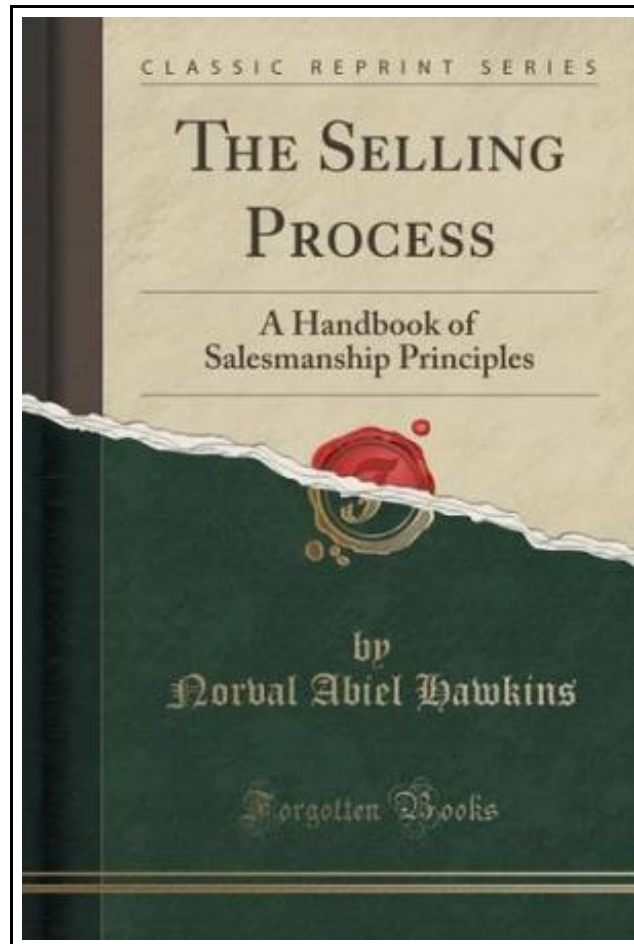


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Forgotten Books, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English Brand New Book ***** Print on Demand *****.Excerpt from *The Selling Process: A Handbook of Salesmanship Principles* In 1904 I sold my services as a Certified Public Accountant to Henry Ford and became Auditor of the Ford Motor Company. Three years later I sold myself into the big job of Commercial and General Sales Manager. Then for twelve years I directed the marketing of Ford products all over the world. Our sales were multiplied 132 times - from 6, 181 to 815, 912 cars a year. In selling my personal services and ideas, and in selling goods, I have used a particular selling process. I have learned what sales principles and methods are most effective. That the practice of these principles and methods assures success in selling has been proved, not only in my own wide experience, but also by tests I have made with the thousands of salesmen it has been my privilege to direct as an executive. Many of the best salesmen we had in the Ford Motor Company were developed from flat failures into certain successes by training in the selling process we worked out. More than fifty thousand salesmen and sales managers are using this selling process in their daily work. The present book describing and explaining it is now in the sixth edition; though it was first published only two years ago. Countless numbers of readers have written to me that by studying *The Selling Process* they have increased their sales power from ten percent to several hundred percent. About the Publisher Forgotten Books publishes hundreds of thousands of rare and classic books. Find more at This book is a reproduction of an important historical work. Forgotten Books uses state-of-the-art...

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