

Men Who Sell Things

— the foe that only newer, better, and quicker methods can halt in his conquest of the indolent, the over-anxious, the old-timer and all other types of negative salesmen that go to make up the vast crowd of the improvident and unwise.

A salesman of experience realizes that *ideas* — practical methods of selling goods — are of the greatest value, and he also knows that it pays him to search for them. It takes brains to influence brains. Some one has said: "For every ten dollars that a high-salaried man draws, he gets nine dollars for what he knows and one dollar for what he does."

The same old way of doing things cannot be successfully employed month after month and year after year. The salesman must be modern — *up to date* — as much as the men of other professions. The physician or lawyer finds that to compete successfully he is compelled to read, read, read, all the time, in order that he may learn of advancement in treatments or procedures.

"To the man who fails because of his excuses." The more good ideas, the better the basis for good work. The best of salesmen fail at times to sell to certain buyers, without being able to give a reason for falling down. The methods employed successfully for many years seem to count for nothing. In such cases, no doubt, a very little thing, a mere