

Men Who Sell Things

with a large number of salesmen of all classes, sorts, and conditions, I assert without any hesitation that the really big men, those who have made the profession worth while, are the ones who have employed the highest degree of science in their work,—not an acquired science, perhaps, but a natural, established, and classified knowledge of men and things relating to the daily routine of their work:

“Brain stuff and soul stuff.”

I am not the one to gainsay that an acquired science of professional salesmanship will be generally recognized by employers of large numbers of salesmen within the next five or ten years. in fact, an exact science of successful salesmanship has already been formulated, and is being taught with success: it fits the needs of our profession, just as the science of law or of *materia medica* fits the requirements of those respective professions, and is receiving widespread attention on the part of thinking salesmen and employers of salesmen.

Failures may be due to lack of natural ability, or adaptability, *but they are more often due to lack of intelligent application.*

There are many industrious salesmen who have always applied their energies in commonplace ways,—for instance, with territories that could easily be made to yield much larger returns from their labor,—who have little idea of the great values that may be