

For the Man Who Sells or Directs

In other words, for the man who is a producer—a business builder. Our Course in Scientific Salesmanship is for every such man. Because our course is a practical science of business building: because it makes men stronger in every way; because it leads directly to more sales, greater profits, bigger business and better business. Because it will multiply any man's earning capacity by 2

Not all the salesmen are "on the road." ANY MAN WHO DISPOSES OF GOODS OR SERVICE AT A PROFIT IS A SALESMAN" no matter whether he does his work "on the road," across a counter, from house to house, or from office to office; whether he sells shoes, machinery, clothing, sugar, advertising, real estate bonds, telephone service or electricity.

And the man who directs, either as proprietor or as an employe in an executive position is simply a salesman on a big scale. He is trying to build up a business, trying in a hundred ways to make more sales possible, sweating to make two dollars grow where only one has grown, striving to increase the MARGIN and the VOLUME of his PROFITS.

We can be of help to all such men, the men who are fighting the bloodless but heroic battles of business. We have lent telling aid to 33,500 already, and the Sheldon army keeps on growing by leaps and bounds.

Nearly a thousand concerns in the United States have increased their SELLING EFFICIENCY by encouraging employes to take the Sheldon Course.

A sale is a mental thing or process—the intelligent co-operation of one mind with another. Every sale must surely be brought about, therefore, not by technical knowledge alone, but by the POWER OF PERSUASION—the ability to persuade another to your way of thinking. You must lead the customer along certain mental paths until his mind reaches the conclusion you want it to reach. That is salesmanship. Now, the POWER TO PERSUADE is the result of a MASTERFUL PERSONALITY, and of that only.

The Sheldon Course develops the personality that gives persuasive power, and it does so by teaching six things:

Character Building, Health Building, Character Reading, Business Logic, Business Psychology, General Business Topics.

This wonderful power to create business—this masterful personality that PERSUADES, comes as the natural and inevitable result of the development of the latent forces within the student. All growth is from within outward. All successful men are men of strong personality. AND ALL MEN HAVE THE MATERIAL OUT OF WHICH STRONG PERSONALITY CAN BE DEVELOPED.

Great lawyers, great doctors, great scholars, soldiers, artists, actors, statesmen, are the result of a making process of years—a man-building development. Salesmen can be trained and developed just as other men are trained and developed. The "born" salesman who seems to achieve wonderful success, is simply following unconsciously some of the principles we have formulated. Eighty per cent. of our students are veteran salesmen. Successful salesmen gain proportionately as much from our science as the less experienced.

In every normal man there are the latent powers which, if drawn into action, would make him a business success. In you there are such powers, and the Sheldon Course will draw them out, will teach you how to "cash them" into a bigger income, greater profits. And if you are successful now, we say there are no limits set, and that you can be still more successful in proportion as you can master and use our Science of Salesmanship. If we can help such men as give testimonials on this page, might we not help you? If we can help a thousand of the best firms in America, might we not help your firm?

Mail the card today and learn more. We teach by correspondence.

The Sheldon School
1428 Republic, - Chicago

Splendid Increase

After taking your Course there was an increase in my sales each month, the lowest increase being 39 per cent. and the highest 327 per cent. Besides the increase in gross sales I can report better goods sold than before. I do not hesitate to recommend your Course.—Chas. M. Falconer, 5 and 7 North Cay St., Baltimore, Md.

Big Money Returns

I am enthusiastic over the value of your instruction in salesmanship, and my selling capacity and earning power has increased by fully 300 per cent.—Chas. C. Fosberg, 310 Carroll St., Vancouver, B.C.

Helped Sell "Jap-a-lac"

Our salesmen have expressed themselves as being very much benefited by your Course and state they have obtained information which has been very valuable to them in their work. We think that every concern which employs salesmen should insist upon its men taking this course.—F. A. Clidden, Vice-Pres., The Clidden Varnish Co., Cleveland, Ohio.

THE SHELDON SCHOOL

1428 Republic Bldg., Chicago

Please send me more information about your Course. I am interested specially in the subjects I have checked below.

....Salesmanship	Self Development
....Ad Writing	System and Costs
....Business Logic	Self Education
....Business Psychology	Science of Retail
....Promotion	Merchandising

Name

Address

Town State

Position Business

All instruction by correspondence