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selling him enough. The easy buyer is apt to fall a victim, and the salesman, therefore, cannot be too cautious in this respect. He should not take advantage of a man's good nature if he knows it, and when he declines, continue to press him till he consents. It may make the sale at the time, and the salesman may congratulate himself, but he may be sure it will have its bad effects; for the chances are that such a customer will, after he comes to himself when out of the salesman's presence, regret his purchase and fight shy of him and his establishment in the future. It is a nice point to know how far to go, but we hold it is better not to sell enough to a customer than to overdo the selling. Not that his buying is to be stopped, if he does it of his own free will, and—some little persuasion on the salesman's part.

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