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Salesmanship

By **STANLEY CORDELL**
Associated Newspapers.
WNU Features.

THE secret to good salesmanship lies in the condition of one's mind. That is to say, if a man can convince himself that his product is good, that his prospect would benefit by having it; and if he can overcome that fear, that inferiority complex that shrivels him up inside when he knocks on a door or enters an office—more than half the battle is won.

That's what the sales manager of Everybody's Magazine Company told Leroy Foote. Leroy wouldn't have taken the job except that he was in desperate straits. He had always held himself a little aloof from salesmen. A salesman was only a salesman when he couldn't get himself a salaried job, hence his mentality must be low. Then there was that atmosphere of begging with which folks enshrouded the door-to-door canvasser.

Leroy went out on territory with a youth named Edwin Clay. Edwin had had some previous sales experience, about which, however, he talked only vaguely. But he was a likable youth and Leroy was glad the two of them had been teamed up together.

But despite all this Leroy, after leaving Edwin with a promise to meet him for lunch, began at once to feel squeamish. He passed by three houses in the hopes that the flood of courage and confidence, that Edwin had assured him was all a salesman needed to bring him success, would surge through his veins. But the flood continued to elude him, and after walking by his fifth house he automatically turned into the gate of the next, spurred by a vague notion that flood or no flood, walking along the street wasn't helping matters any.

Leroy rang the doorbell and had an impulsive desire to flee. The door was opened by a pleasant-



"I'm sorry... We have all the magazines we can use."

faceted lady, whose expression, (or at least Leroy imagined) grew cold at sight of the magazines tucked under his arm. She regarded him questioningly.

"I'm sorry." The woman was smiling at him benignly. "We have all the magazines we can use at present." Bang! The door closed in his face.

Well, that was that! What an ordeal! And what a curiously pleasant sensation, knowing that it was over. He sighed heavily. Forty-five dollars a week looked now remote.

At noon Leroy joined Edwin at the restaurant agreed upon. Clay grinned at him questioningly. "How many?" he asked.

"Two," said Leroy, obviously ashamed to admit it.

"Not bad. Not bad at all." Edwin was frankly kind in his applause. "I only knocked over five myself, and I'm supposed to be an experienced salesman."

Edwin drank his coffee and grinned. "I know how it is. It gets us all the same way at the start." He paused. "Tell you what. You come with me this afternoon. We'll work together, and the chances are we'll benefit by each other's method."

After that things went along quite smoothly. They made twelve calls during the afternoon and succeeded in selling eight subscriptions. It was really quite a lot of fun; even when they were turned away it wasn't half bad, because each was comforted by knowledge that the other knew and understood.

Leroy was overjoyed with the afternoon's work; and Edwin, too, seemed pleased by it all. Riding back on the bus they discussed tomorrow's work and agreed to try working together again.

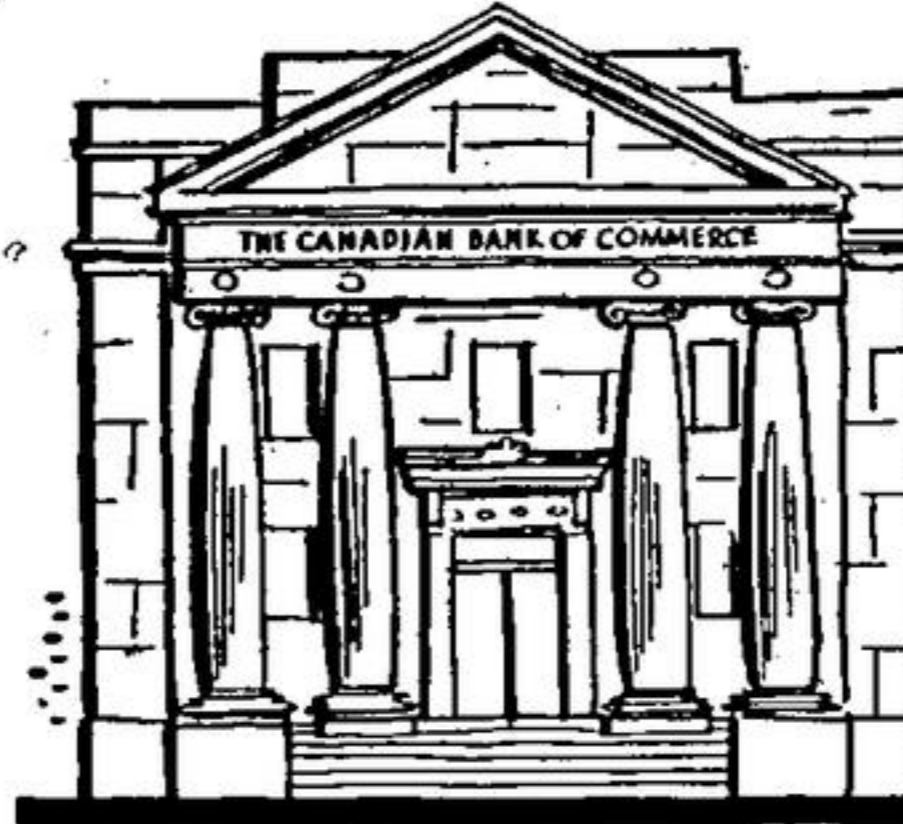
"Edwin, you've been pretty square with me and I—well, I've a confession to make. I told you I made two sales this morning. Well, I didn't. I got turned down on my first call and didn't have the courage to make another. I quit. I was afraid. And at noon when you asked me, I didn't have even the courage to admit it to you."

Edwin looked at his companion in consternation. "Is that a fact?" he said, mildly astonished. Then abruptly he began to laugh. "Well, I guess we're even. As a matter of fact, I didn't have the courage to make one call. I spent the morning sitting in a park, feeling pretty low. And when you asked me this

1000—
But Edwin was holding out his hand, grinning.

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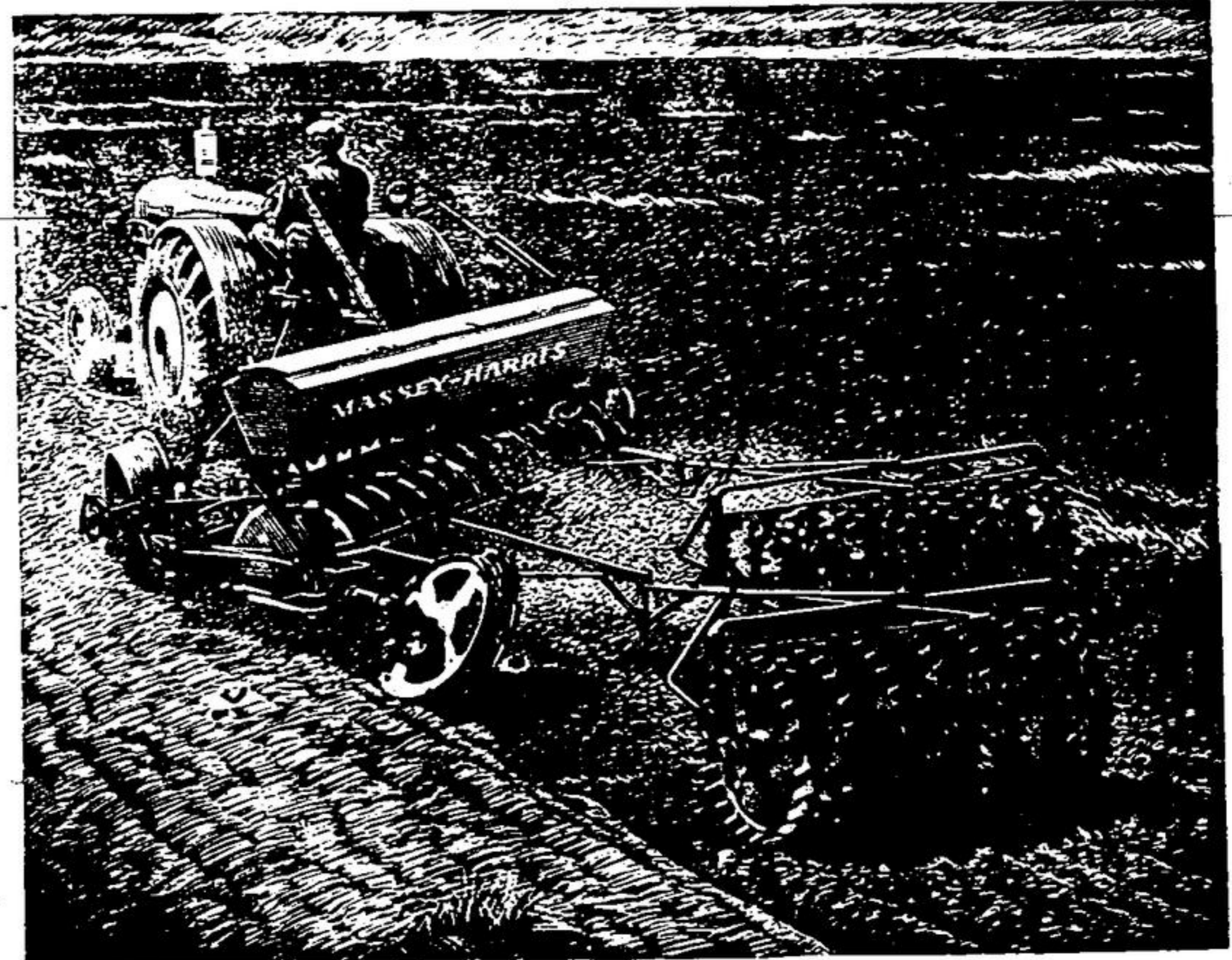
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