

Development of the salesman

AdMan

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We have explained the relation of Body, Mind and Soul to Personality and given an explanation of the law of suggestion in its application to Salesmanship, to enable you to take up the development of yourself from the point where we left off at the close of Lesson III. You must from now on (if you have not already done so) begin to suggest a line of thought that will enable you to train and develop your apprentices and make of yourself that type of man you wish to be.

The following page contains a list of faculties, qualities or apprentices. A faculty is the power or ability of doing something. The faculties include all the endowments of Body and Mind. A quality is a distinguishing characteristic of a person, an attribute or trait that makes, or helps to make him what he is. An apprentice is a helper who is

in training. Commonly speaking, it is one who gives his services for a term of years in return for the training he receives.

You will note that the terms, Faculty, Quality, and Apprentices, have practically the same meaning. We have classified them in their relation to Personality as:

Apprentices of Mental Force Apprentices of Vital Force Apprentices of Motive Force

Those of mental force are qualities of the Mind; those of vital force pertain to Body and Mind, and those of motive force are expressed in emotion by Body, Mind and Soul. Select and cultivate those you think will assist you the most in the building and maintaining of your structure.

Of Mental Force are -

- Will Power
- Judgment
- Knowledge
- Self-Control
- Concentration
- Determination
- Intuition
- Patience
- Persistency
- Tact
- Desire

Motive Force are-

- Neatness
- Economy
- Faith
- Hope
- Charity

Vital forces are-

- Courage
- Confidence
- Application
- Industry
- Activity
- Energy
- Initiative
- Stamina
- Optimism
- Enthusiasm
- Sincerity
- Honesty
- Loyalty
- Fidelity
- Carefulness

THE EDUCATION OF THE WILL

Character being the result of tendencies and ideas, as we have shown you, it is reasonable that man may forge for himself whatsoever brand of character he desires by the education and exercise of the will, because the will is just a way, or a very intricately complex way, that man has of being and doing.

The importance of bringing to your aid this apprentice, the "Will," and educating him to do your bidding, cannot be over-estimated; it is a most vital factor in your development.

The education of the Will is accomplished by exercise and thought along positive lines. A man who thinks along passive lines, letting the thoughts of others sift aimlessly through the avenues of his brain, will neither educate nor energize the will.

The education of the will is more interesting and of more importance than the education of any of the other of your apprentices, because Will controls and di-

rects every movement of the body and is ruler of all man's mental faculties.

When a man wills to do anything, he does it. Will is active, aggressive, and forceful.

Forceful thought, is the power back of the will which energizes it, so that it is able to control action. We can drag in by force, as it were, any idea which we wish to use as a starting point for a new direction of thought, to be used in gaining a victory over any other line of thought. "Man is master of suggestion if he will but use the Will with which nature has endowed him.

It is principally through the energy of the Will that all other faculties are developed, but like all others it remains inactive unless exercised.

In all transactions that require effort, the more energy put forth, the greater force Will exerts. If you will form the habit of analyzing the different steps in the process of every important transaction, you will

readily see the part each of your apprentices play in the transaction, and especially the part Will plays in overcoming all opposing forces. This habit once formed, you will be able to reason quickly and more intelligently, and will understand the importance of the Will in life's drama.

We give the following illustration, showing the power of Will over Desire in the discharge of duty.

Place, a large wholesale and manufacturing center; time, 8:00 a. m., of a beautiful June day.

"A," salesman, has received word that "B," residing in the town of W, is about to place an opening order in his line. "A" is on his way to the station, intending to catch the first of several trains which leave during the day for W.

Suddenly he hears his name called. Turning, he discovers "C" a warm personal friend, who, with two other friends in an

automobile, are rapidly overtaking him. He awaits their arrival. "C" called out: "We have been trying to reach you for the past hour, and have just learned you were on your way to the station. You remember we planned to spend the first nice day out at the lake, fishing. We have lunch, fishing tackle and everything arranged for a fine day's sport. Leave your grip at the hotel and get right in."

"A" remembers that he had planned for this pleasure trip on the first fine day, which fact had not been recalled earlier, owing to the importance of the business prospect. Immediately the apprentice, Desire, clamors for the pleasure of the day's outing. Knowledge tells him that there are trains for W later in the day; Judgment reasons that delay may bring failure, but is influenced by the clamor of Desire reinforced by the suggestive arguments of friends portraying the pleasure of the trip, the feasibility of catching a later train, etc.

Similar occurrences are a part of every man's experience. Life is a battle between pleasure and duty. Judgment, having weighed all arguments, decides "A" should

make that train, which decision is carried out by Will.

It is thus shown that the main factor in the education of the Will is exercise.

Now if "A," when seated in the car on his way to W takes

All business transactions should be carefully planned, reasoning with yourself why you are to do "thus and so," and when you have fully decided upon a plan of action, concentrate upon the subject in hand.

a retrospective view of the part played by each of his apprentices who were parties to the transaction, he will find that he has elevated Will to a higher plane in his mind and that Will is stronger than before, and that a higher development may be brought about by attention, concentration of thought force and constant exercise.

Failure of the best laid plans often occurs because conflicting thoughts are in the mind, caused by doubt, fear and desire.

Now let us suppose that "A," instead of bringing Will into action, had allowed Desire to have his way, by concluding that the next day would do as well for his trip to W, Will would have been

The following illustration will give an idea of our meaning:

weakened instead of strengthened, and at the next test would have had less force to carry out the decision of Judgment.

"A," salesman, before starting out on his day's work, writes out a list of business men he wishes to call upon. Mr. "B" is the first man on the list, six blocks away.

Concentrating his thoughts upon his proposition and Mr "B," he starts out to make the call. One half the distance is covered

when thoughts of this nature pass through his mind: " 'B' is a hard man to meet, calling on 'C' a few blocks further on and returning to 'B' later might be the easier course to pursue."

If Will and the power of concentration is sufficiently developed in "A" he immediately pushes aside fear and doubt and again concentrating his thoughts upon "B," walks onward with a stronger feeling of confidence than before.

Or, on his way to the office of "B" he hears the voice of a newsboy calling "All about the election." Desire immediately suggests a purchase. Judgment reasons it would be unwise to take the time now to read; "B" may leave his office, or some one else get in ahead; it would be better to wait until you go home and then have a complete report. Will is called into action; "A" passes quickly on; money and time saved.

While you have spent several moments in reading the above, the actual occurrence would take but a few seconds.

Several months ago a gentleman was standing on a street corner waiting for a car, when he overheard a conversation between two boys which greatly interested him, and he relates the incident as follows :

"They came from opposite directions and met near where I was standing. One said to the other, 'Hello', George, where are you going?' 'Out on 31st Street,' said George. 'Say,' said the other, 'come along with me, the boys are going to organize a ball team this afternoon.' George thought a moment and then said, 'No, I can't go; I have to deliver a message.' 'Oh, come on/ said the other, 'you can deliver the message afterward.' George deliberated again. (I thought the desire to go with his friend was about to overcome the decision of his Judgment.) George said, 'No, I must go now.' 'Well,' said the other boy, 'you are missing lots, and maybe you can't get into the team this summer.' George admitted this might be true. Just then the car came and George and I boarded it. I sat down beside him and said, 'Well, young man, you missed a good deal by not going with your friend, didn't you?' 'Yes,' he replied, 'I did want to go, and I came near going, too, but I believe by

hurrying when I get off the car I can deliver the message and get back in time to get into the game after all."

Now, what had this boy done? He had overcome Desire, and by the aid of Will Power, Determination and Courage, carried out the decree of Judgment, and was unconsciously developing qualities which lead to Success.

The above illustrations show something of the working of the mind faculties. The sooner you consider seriously the great possibilities of development through the thought forces at your command, the sooner you will begin to develop your apprentices to do your bidding.

If you expect to become a successful salesman bear this thought in mind and refer to it frequently until it becomes a permanent belief: "I set myself unalterably to the task of achieving success as a salesman, by developing power, plus power, highest power; that is, complete control of all the faculties of body, mind and soul."

OUR COURT-JUDGMENT

Judgment is the Court each man sets up for himself and all his actions should be passed on by this Court and conform to its decisions.

No Court, with a proper sense of its responsibilities to the community or to the parties whose rights it is to dictate, would think of forming a decision and entering judgment directing what should be their future course, until after the contending parties had been brought before the Court, examined, given their evidence and that of their witnesses.

All civilized countries recognize that courts of justice are essential to good government, and while many civil cases are tried by jury, quite frequently cases are tried on points of law. There is something in the atmosphere of a court room that has a strange fascination for many people.

If you have ever been in a court room, especially in country districts, you can picture to yourself a scene like this: The Judge,

calm and serene, before him the attorneys for the prosecution and defense, the witnesses on both sides and the jury.

The Judge has given the orders for the Sheriff to bring the prisoner before the Court, and the Sheriff obeys that order without question and without delay.

Inquiry is made of the prisoner by the Court as to whether or not he is guilty of the charge preferred against him. He may plead guilty, and then sentence is pronounced accordingly. Should he enter a plea of "not guilty," then the trial proceeds and all the evidence for and against the defendant is produced. Though the prisoner may be, in fact, guilty, and deserving of punishment, he often pleads his innocence in the hope that upon his trial, by subterfuge, false statement, or the pleading of his lawyer, he may escape the penalty that is his due.

Upon trial every art may be resorted to and all kinds of tricks used to win the favorable opinion of the Court, by attempted

excitement of sympathy, and perhaps passion; but above the tumult of prejudice and artifice, sits the even-minded, upright Judge, who dispassionately decides the case in accordance with the truth, and upon principles of equity and justice, and the Sheriff stands ready to unhesitatingly carry out the Court's decree.

In order that your Court may determine the habits and characteristics that are injurious to you, summon as your witness your own reasoning faculties and take their evidence. Secure also the evidence of your friends and associates; after the evidence is all in, weigh it carefully and when a habit or characteristic is condemned, sentence it to everlasting banishment. Judgment must be just and firm and not permit itself to be influenced by the clamor of desire or the pleading of habit. Not alone is it necessary to call upon judgment to decide on your character traits, but every future action should be considered before this Court, Judgment.

Without the means to bring parties or causes before it, without a Sheriff to unquestioningly obey its commands and exe-

cute its decrees, a Court is wholly impotent and inefficient for its tasks.

Will, the Sheriff of the Court Judgment, will faithfully execute all the orders of the Court so long as that Court does not waver nor recall its orders. Will is on good terms with Desire and Inclination, but will arrest either when ordered to do so by the Court.

Habit is permitted to control a man's actions, but Will can restrain or eject Habit when Judgment so orders.

We will suppose you have examined yourself and decided upon following a certain course. That decision was made by the Court Judgment, after listening to all arguments for and against.

Do not make the mistake of again reviewing the arguments, as one decision is sufficient. To do so, is to evince doubt, and while you entertain doubt, you waver or hesitate: "Will"- halts in the exercise of purpose, and to halt is to delay progress.

To illustrate this point, let us use a description of a steam shovel, used in transferring grain from cars to elevator bins.

"In the elevator the cars are not allowed to wait long; they have come into the electrical atmosphere of hurry; seals are broken, and the car door rolls back, and then, in a moment, the grain makes its first acquaintance with the steam shovel. The power shovel is attached to a rope wound upon an ingenious drum, situated on a revolving shaft, and if one takes hold of it and walks away, it will unwind easily and so far as one pleases, so long as he does not stop. The moment the operator does stop, however, it will begin to wind up, and haul him back to the point from which he started."

Your habits and negative character traits form the rope. Will power has hold of the rope, and has started to unwind it; keep him going and it will unwind until there is not a single strand to bind you; halt him and back goes the rope, binding you as firmly as before.

To judge oneself, however, is a far more difficult task than to judge others. We do not see ourselves as others see us. To judge one's own tendencies and qualifications, requires self-scrutiny and self-investigation; and to pass upon these, frankness and fearlessness. Square dealing must be the governing principle. Let your weaknesses and faults be tried before this tribunal of judgment with unrelenting frankness and impartiality.

When, after due trial and inquisition into the character of your own powers, habits and tendencies, you have arrived at a decision that is unbiased, let nothing swerve you from the line of duty in its execution. By the exercise of Will, let that execution be punctual, effectual and thorough, and as the Sheriff has behind him the whole power of the State, so should the Will, this unseen Sheriff of the inner man, have behind him the whole power of the man and permit no obstacle to thwart the execution of the Court's decree.

The timorous, wavering, uncertain man, without a will that knows no defeat, no

retreat, when a line of duty is marked out, is not equipped for Success in Salesmanship, any more than a Court is equipped for justice without a Sheriff to carry out its decree.

In your self-examination it will be well to make use of retrospection and introspection. In the sense we use these terms, retrospection means calling up before the mind the happenings of the past day or whatever period of time you are reviewing and introspection taking an inventory of your own actions in connection with these happenings, and the result of such attitude and actions upon your personality.

By analyzing previous actions, personal behavior, treatment of others; maintenance of self-respect, etc.; you may determine whether you are the kind of a man you think you are or wish to be.

This is the way: Every night when all is quiet, lie with your eyes closed and mentally review the day. It will be hard to remember much that has happened at first, but by

sticking to it, it will become easier. If you have been less the man than you intended to be, resolve to be better and carry out that resolve.

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