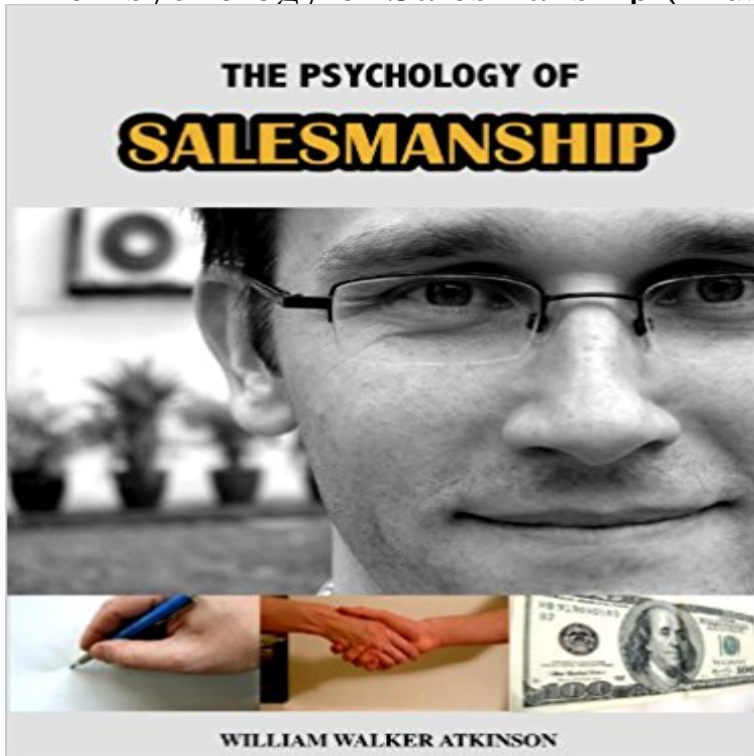


## The Psychology of Salesmanship (Illustrated Version)



THE PSYCHOLOGY OF SALESMANSHIP is the best guidebook for interpersonal relationship and being a salesman. It is all about Art and Science of Advertising and how to conduct customer behaviour. By reading this book, readers will discover the excellent method to approach a potential customer and the effective techniques to demonstrate the product for sale. As well, the best ways for closing the deal is also found in the book. The Psychology of Salesmanship was written by William Walker Atkinson-one of the most influential thinkers of the early-20th-century and first published in 1912, the classic age of pop psychology. The book portrays the cognitive components of great salesmanship which are the Psychology in Business, the Mind of the Salesman, the Mind of the Buyer, the Psychology of Purchase, the Approach, the Demonstration and the Deal Closing. About WILLIAM WALKER ATKINSON William Walker Atkinson (1862-1932) was a lawyer, merchant, author and editor. He also was an occultist and an American pioneer of the New Thought movement. During 1901 and 1905, he was the editor of the New Thought, the popular magazine in the United State and during 1916 and 1919, he took a position of editor for the journal Advanced Thought. In his author life, he used a number of pseudonyms, two of those that are still unknown, including Yogi Ramacharaka and Theron Q. Dumont.

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