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**THE PSYCHOLOGY OF  
SALESMANSHIP**

**WILLIAM WALKER ATKINSON**

# **THE PSYCHOLOGY OF SALESMANSHIP**

**WILLIAM WALKER ATKINSON**



The Psychology of Salesmanship by William Walker Atkinson.

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mental attitude, which shows so plainly in the manner of some salesmen after they have booked an order. The prospect will catch those vibrations also, and will not like it—he will resent it, naturally. In short, you would do well to follow the homely but scientific advice of the old salesman who said: “Keep your sugar-coating on to the last—leave ‘em with a pleasant taste in their mouths.” Make a good Last Impression as well as a good First Impression.

But—and remember this also—get away when your work is over. Do not hang around the office or store of the prospect after the sale is made. Do not place yourself in a position where some newly discovered objection will cause you to do your work all over again. You have got what you came for—now get out! As Macbain says: “When the close is made the customer should be left in the shortest possible time that may not be characterized as abrupt. Having ‘talked a man into a sale,’ the salesman should be careful not to talk him out. The old adage, ‘Stop praising the goods after the sale is made,’ is as true as it is trite.” Collins very aptly says on this point: “The explainer type of salesman may actually sell goods to a customer and then, by staying and talking, unsell him without knowing it. \* \* \* One afternoon not long ago, for instance, a salesman sold eleven thousand dollars’ worth of fabrics to a prominent merchant and, by staying for a friendly chat after the order had been secured, gave the merchant time to think twice and cancel it. An excellent rule is that of a salesman who built up a business to a quarter million in competition with wealthy competitors, doing this by sheer selling ability. ‘Take the first train out of town after you sell your man,’ was his rule. If there was no train for several hours he excused himself the moment a deal was closed, and disappeared. ‘Just as sure as I stayed around after that order was in my pocket,’ he says, ‘part of it would be cancelled or modified by the buyer, or some of my work in selling undone. If it were nothing else the buyer would play on the fact that I felt good about getting that order, and squeeze something extra out of me.’ When you land your man get out of sight.”

And, taking our own advice, kind reader, we, having said our say and “closed,” will now take our departure. We thank you for your kind attention, and feel that we “have done you a good turn.”

THE END

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