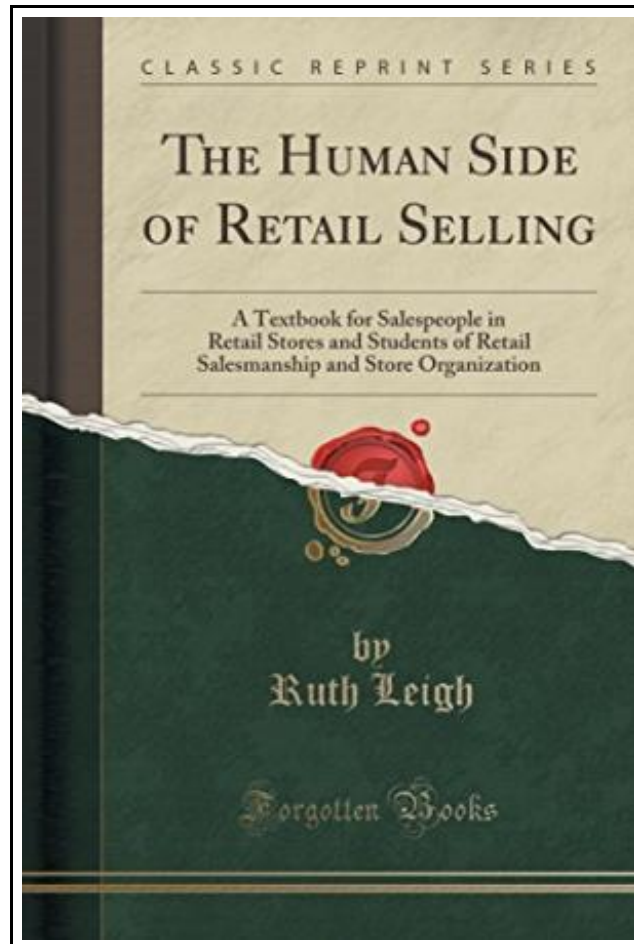


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Forgotten Books, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English Brand New Book ***** Print on Demand *****.Excerpt from The Human Side of Retail Selling: A Textbook for Salespeople in Retail Stores and Students of Retail Salesmanship and Store Organization Beyond question the retail salesperson has never before been so clearly in the limelight. She has developed from the old-time humorous girl-behind-the-counter character into a trained, intelligent, business person upon whom the success of modern merchandising ultimately depends. The retail merchant of to-day admits frankly that his store's reputation lies in the hands of his salespeople. His stock must be properly sold and customers courteously served. Only capable salespeople can be entrusted with these vital duties, for their efforts can make or break the store's reputation. Then, too, manufacturers are realizing that intensive distribution and million-dollar advertising campaigns are wasted unless retail salespeople make good when they sell. It is this retail sales force, not advertising, that must finally persuade the ultimate consumer to buy goods. Consequently, schools, high schools, and colleges have recognized retail salesmanship as a profitable vocation in which men and women should receive organized training. Those within the modern department store itself have also glimpsed broad opportunities in merchandising, buying, selling, advertising, finance, art, display, personnel management, all based on the vocation and training of retail salesmanship. With the development of this vocation, there has arisen a need for a good text-book, simple, yet authoritative, to clarify and standardize rules and methods of retail selling for the salesperson herself. About the Publisher Forgotten Books publishes hundreds of thousands of rare and classic books. Find more at This book is a reproduction of an important historical work. Forgotten Books uses state-of-the-art technology to digitally reconstruct the work, preserving the original...



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