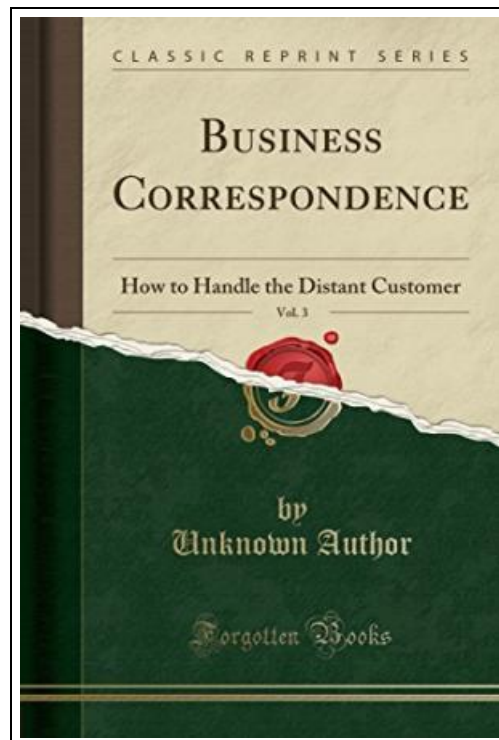


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Reviews

Absolutely essential go through publication. It is filled with knowledge and wisdom Once you begin to read the book, it is extremely difficult to leave it before concluding.
(Dr. Sierra Lowe Sr.)

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Forgotten Books. Paperback. Condition: New. This item is printed on demand. 224 pages. Dimensions: 9.0in. x 6.0in. x 0.5in. Excerpt from Business Correspondence, Vol. 3: How to Handle the Distant Customer The average manufacturer is so much in love with his product that he cannot get away from it. He constantly talks to the dealer of his article as an article while it is in reality a commodity of trade. His most common as well as his most disastrous mistake in his selling argument is to lose sight of the great fundamental principle on which all dealer arguments must hinge - the fact that merchandise is merely the vehicle by which profits are conveyed to the dealer. As long as the manufacturer fails to adjust his viewpoint to that of the dealer; as long as he attempts to interest the retailer with arguments on quality and adaptability while he should be talking profits, sales, customers, his letters will fail in their mission. The reason is not difficult to understand. Stop and consider that the function the dealer plays in the world of industry is to supply a medium through which goods are conveyed from the producer to the consumer - that his function is to distribute produce, not to use it - and you will understand why merchandise as mere merchandise does not interest him. About the Publisher Forgotten Books publishes hundreds of thousands of rare and classic books. Find more at www.forgottenbooks.com 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 format whilst repairing imperfections present in the aged copy. In rare cases, an imperfection in the original, such as a blemish or missing page, may be replicated in our edition. We do, however, repair the vast...



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