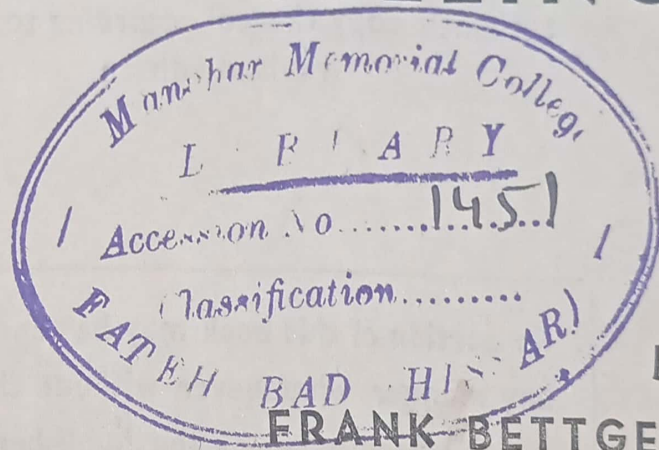


HOW I MULTIPLIED
MY
INCOME & HAPPINESS
IN
SELLING



by

FRANK BETTGER

Author of :

How I Raised Myself From Failure to Success in Selling
and How I Learned the Secrets of Success in Selling

A UNIVERSAL PUBLICATION

CONTENTS

Author's Preface—Why I Wrote This Book	...	iii
--	-----	-----

PART ONE

OUT OF THE DEPTHS OF FAILURE

1. I Had Two Strikes on Me When I Broke into Selling		
2. A \$25,000 Idea That Started Me on the Road to Success	...	11
3. A Mathematical Discovery That Raised Me from Ninety-second to First Place in My Company	17
4. The Biggest Problem of All and How I Licked It	23
Summary and Magic Phrases—Part One	...	28
<i>Little Things That Made Me a Better Salesman—</i>	...	36
No. 1: How I Learned to Lick the Depression	...	38

PART TWO

MY ENTIRE SELLING PROCESS—STEP BY STEP

5. The Most Difficult Step in the Sale and How I Handle It	43
6. How I Get All the Facts and Prepare for the Selling Interview	48
7. The Selling Interview	53
8. An Invaluable Lesson on Closing I Learned from an "Old-timer"	63
9. How Questions Converted a Sceptic into an Enthusiastic Buyer	62
10. Analysis of the Basic Sales Principles Used in Making That Sale	76
<i>Little Things That Made Me a Better Salesman—</i>		
No. 2: An Idea I Learned in Baseball That I Have Used Every Day in Selling	...	73

PART THREE

THE MOST PROFOUND SECRET OF SUCCESSFUL SELLING, AND HOW I LEARNED TO APPLY IT

11. The One Big Secret of Success
12. Applying This Principle Raised Them from Small Jobbers to Big Construction Engineers
13. His Chief Objection Was a Buying Signal!
14. How I Learned to Get Faster and More Favourable Action from My Company
5. The Deal Before the Deal
6. I Love the Sale, But Gained Something Far More Valuable Than the Commission I Would Have Made
A Magic Phrase That Helps Men Raise Their Sights
I Love to Deliver Rated Policies
How I Handle the Sale When One or More Partners Are Rejected
One of the Best Closing Tools I Have in My Kit
Summary—Part Three
<i>Little Things Made Me a Better Salesman—</i> No. 3 : After I Did This I Began to Sell As I Never Sold Before!

PART FOUR

THE WORLD'S GREATEST CLOSER OF SALES!

One Big Secret of Closing Sales I Learned from a Master Salesman	...	125
Powerful, Motivating Story	...	123
Felix Isman Story	...	132
Story Helps Me Get a Cheque with the Order	...	134

25. How to Make It Easy for Young Husbands and Wives to Buy	...	139
26. Bring On Your Witnesses	...	141
27. The Profits from This Story Founded a Great University and Put Thousands of Young Men Through College	...	146
Summary—Part Four	...	147
<i>Little Things That Made Me a Better Salesman—</i> No. 4 : How "Daddy's Little Girl" Clases Many Sales for Me	...	147

PART FIVE

AN EXCITING NEW FIELD OF BUSINESS THAT PUT ME INTO THE "BIG LEAGUES"

28. I Became a "Bird Dog" for One of the Nation's Greatest Salesmen	...	151
29. The Secret of How I Made One of My Biggest Sales	...	151
30. An Amazing Story that has Helped Me Close Many Big Sales	...	163
31. He Wanted to Drop \$25,000, But This Idea Sold Him \$150,000 More	...	169
32. They Weren't Interested, Until These Ideas Made Them Want to Buy	...	178
33. Sharpshooting for the Right Key Man	...	188
34. He Wouldn't Talk to Insurance Salesman, But I Sold Him \$137,500	...	193
Benjamin Franklin's Recommendation on Business Agreements	...	199
<i>Little Things That Made Me a Better Salesman—</i> No. 5 : How I Conquered Fear and Developed Courage and Self-confidence Rapidly	...	199

PART SIX

WHY SHOULD YOU DO SOMETHING FOR NOTHING ?

35. This Job Cost Me More Time and Energy Than I
Calculated
36. "The Hell with It!"
37. "Bread Cast Upon the Water"
- Little Things That Made Me a Better Salesman—*
No. 6 : The Dollars and Cents Value of a
Call

PART SEVEN

IF YOU WERE MY OWN BROTHER . . .

38. From Bankrupt to Million-dollar Producer
Within One Year
39. If You Were My Own Brother, I Would Say to
You What I am Going to Say to You Now
- Frank Bettger's 13-WEEK SELF-ORGANISER
- CONFIDENTIAL QUESTIONNAIRES
- INDEX