



The Extension Ladder (Classic Reprint) (Paperback)

By William Allison Lloyd

Forgotten Books, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Excerpt from The Extension Ladder In exciting a favorable mental attitude toward the acceptance of an idea and the performance of an act, the mind must pass through the processes of attention, interest, confidence, desire, and acceptance or action. In bringing about this attitude of acceptance or willingness to act, the extension worker encounters certain difficulties, the overcoming of which is the test of his ability as a salesman. Let it be granted that we possess an article which our prospective customer might own to his advantage; if we fail to make the sale the fault is ours, not the prospect's. Extension workers should keep that fundamental truth in mind. A sale is a battle of wits. It is the seller against the buyer and the best man wins. 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 format whilst repairing imperfections present in the aged copy. In rare cases, an imperfection...



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