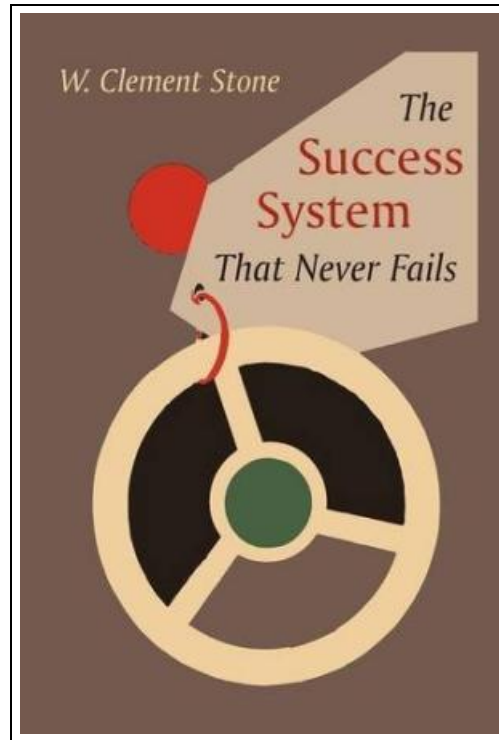


The Success System That Never Fails



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THE SUCCESS SYSTEM THAT NEVER FAILS



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Martino Fine Books. Paperback. Condition: New. 278 pages. Dimensions: 8.9in. x 6.0in. x 0.8in. 2011 Reprint of 1962 Illustrated Edition. Full facsimile of the original edition, not reproduced with Optical Recognition Software. W. Clement Stone was a phenomenal salesperson who built a great company -- the United States Casualty Company. He was also a close friend of Napoleon Hill and co-author with Hill of *Success Through A Positive Mental Attitude*. In *The Success System That Never Fails*, Stone shares his story as well as many other success stories. The key to Stone's success actually lies in the title of his book -- *The System*. Stone believed the key components of a success system that never fails are (1) inspiration to action; (2) know how; and (3) activity knowledge. The system should be managed based on a record of success indicators, which was his sales log. The system should be constructed by documenting what works, including phrases that customers respond to. His first key phrase was his sales opening -- I believe this will interest you also. When the customer responded, What is it he had the opening for his sales presentation. He developed a two-page form letter and two circulars for direct mail that he used for recruiting for many years in his business, and a screening process for hiring salespeople. One of Stone's key concepts is, you are subject to your environment. Therefore, select the best environment that will best develop you toward your desired objective. He also said that sales are contingent on the attitude of the salesman, not the attitude of the prospect. To keep priorities in order, that money shouldn't be the main objective, his favorite quote is from Alexis Carroll, a French scientist, When a man understands that the aim of life is not material...



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