



Retail Shoe Salesmanship (Paperback)

By George F Hamilton

Theclassics.Us, United States, 2013. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book ***** Print on Demand *****. This historic book may have numerous typos and missing text. Purchasers can usually download a free scanned copy of the original book (without typos) from the publisher. Not indexed. Not illustrated. 1920 edition.

Excerpt: . CHAPTER XII THE SALESMAN S RESPONSIBILITY SELLING P.M. GOODS PURPOSE OF THE P.M. Among retail merchants there has in the past been a great deal of discussion concerning the advantages and disadvantages of the system of offering the salesman special premiums for the sale of certain of the goods in stock. Probably every shoe salesman knows that P.M. is an abbreviation for the term Premium Merchandise, Premium Money, or, as it is sometimes known to the salesman, pin money. It represents a special commission offered the salesman for the sale of certain specified goods. In every store there is some of the stock that calls for extra effort and skill on the part of the salesman in disposing of it. The goods may be slow-selling lines, discontinued or broken styles, extreme sizes and widths, or in some instances the premium may be placed...

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