



The Success System That Never Fails (Paperback)

By William Clement Stone

Martino Fine Books, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. 2017 Reprint of 1962 Edition. 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 books with him. In *The Success System That Never Fails*, Stone shares his story as well as many other success stories. The key to Stone's success is in the title of his book -- *The System*. Stone believed the key components of a success systems 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...



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