

BIRLA CENTRAL LIBRARY

PILANI (Rajasthan)

Class No. **658.8**

Book No. **B.454H**

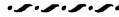
Accession No. **64236**

How I Raised Myself

from

FAILURE TO SUCCESS

In Selling



How I Raised Myself
from FAILURE
To
SUCCESS IN SELLING

by
Frank Bettger



PRENTICE-HALL, INC.

Englewood Cliffs, N. J.

How I Raised Myself from

FAILURE TO SUCCESS IN SELLING

has been translated and published in the following languages:

French	Spanish
Danish	Japanese
German	Dutch
Swedish	(British edition published 1951 by World's Work, London)

New 1953 foreign editions include:

Norwegian	Finnish	Italian
-----------	---------	---------

Copyright, 1949, by
Prentice-Hall, Inc.
Englewood Cliffs, N. J.

All rights reserved, including the right to
reproduce this book, or portions thereof,
in any form, except for the inclusion of
brief quotations in a review.

Twenty-second printing, August, 1958

PRINTED IN THE UNITED STATES OF AMERICA

39940

To

Hazel, my wife

*whose encouragement, guidance and inspiration
are a part of every page in this book.*

WHAT I THINK OF THIS BOOK

BY DALE CARNEGIE



I have known the author of this book, Frank Bettger, since 1917. He came up the hard way, got little formal education, never finished grade school. The history of his life is an outstanding American success story.

His father died when he was just a small boy, leaving his mother with five little children. When he was eleven years old, he had to get up at four-thirty in the morning to sell newspapers on street corners to help his widowed mother, who took in washing and sewing in order to help feed her family. Mr. Bettger told me that there were many times when he seldom had anything for his evening meal but corn-meal mush and skimmed milk.

At 14, he had to leave school; took a job as a steamfitter's helper. At eighteen, he became a professional baseball player, and for two years he played third base for the St. Louis Cardinals. Then one day in Chicago, Illinois, while playing against the Chicago Cubs, he injured his arm and was forced to give up baseball.

He drifted back to Philadelphia, his home town—and

when I met him he was 29 years of age, trying to sell life insurance, and was a total failure as a salesman. Yet during the next twelve years, he made enough money to purchase a seventy-thousand-dollar country estate, and could have retired at forty. I know. I saw it happen. I saw him rise from a total failure to one of the most successful and highest paid salesmen in America. In fact, I persuaded him to join me a few years ago and tell his story in a series of one-week schools I was giving under the auspices of the United States Junior Chamber of Commerce, on "Leadership Training, Human Relations and Salesmanship."

Frank Bettger has earned the right to talk and write on this subject, for he has made nearly 40,000 sales calls—the equivalent of five calls every day for more than twenty-five years.

The first chapter, "How One Idea Multiplied My Income and Happiness," is to me the most inspiring address I have ever heard on the power of enthusiasm. Enthusiasm took Frank Bettger out of the ranks of failure and helped transform him into one of the nation's highest-paid salesmen.

I saw Frank Bettger make his first stumbling talk in public, and I have seen him delight and inspire large audiences all the way from Portland, Oregon, to Miami, Florida. After seeing the amazing effect he had on men, I urged him to write a book, relating *his* experiences, *his* techniques, and *his* philosophy of selling, just as he told them to thousands of people throughout the country from the lecture platform.

Here it is—the most helpful and inspiring book on salesmanship I have ever read—a book that will be helping

salesmen, regardless of whether they are selling insurance, or shoes, or ships, or sealing-wax, long after Frank Bettger has passed away.

I have read every page of this book. I can recommend it with enthusiasm. Talk about walking a mile to get a cigarette—when I started out to sell, I would gladly have walked from Chicago to New York to get a copy of this book, if it had been available.

HOW I HAPPENED TO WRITE THIS BOOK



One day, quite by accident, I got on the same train in New York with Dale Carnegie. Dale was bound for Memphis, Tennessee, to deliver some lectures.

He said: "Frank, I have been giving a series of one-week schools, sponsored by the United States Junior Chamber of Commerce; why don't you come along with me and give some talks on selling?"

I thought he was joking. I said: "Dale, you know I didn't finish grade school. I couldn't give lectures on selling."

Dale said: "Just tell them how you raised yourself from failure to success in selling. Just tell them what *you* did."

I thought it over, and I said, "Well, I guess I could do that."

In a short time, Dale and I were delivering lectures all over the country. We talked to the same audience four hours a night for five consecutive nights. Dale would speak for half an hour; then I would talk for half an hour.

Later, Dale said: "Frank, why don't you write a book?"



Lituz.com

**To'liq qismini
Shu tugmani
bosish orqali
sotib oling!**