

# TESTED SENTENCES THAT SELL

BY ELMER WHEELER

**WORD MAGIC THAT  
Makes People Buy**

**... SOLD MILLIONS  
of Square Clothes Pins**

**... TRIPLED SALES  
of White Shoe Polish**

**... INCREASED SALES  
of Vacuum Cleaners**

**... SOLD THOUSANDS  
of Gallons of Oil**

**... WILL INCREASE  
Sales for YOU**

# Tested Sentences That Sell

**Joacim Rocklöv**



## **Tested Sentences That Sell:**

**Tested Sentences that Sell** Elmer Wheeler,1937     *Sizzlemanship* Elmer Wheeler,1940     *Tested Selling Sentences (the Language of the Brain)* Elmer Wheeler,1932     *The Giants of Sales* Tom Sant,2006 If you're weary of fads one size fits all methods or missives from self-styled gurus this is the sales book you've been waiting for Packed with colourful historical detail and insights into the secrets of sales success *The Giants of Sales* examines the key innovations and lasting impact of the four greatest sales gurus of the twentieth century

**Tested Sentences That Sell - Masters of Marketing Secrets: Why the Sizzle Sells the Steak** Dr. Robert C. Worstell,Elmer Wheeler,2014-05-31 To understand advertising you need to understand salesmanship Both are filled with missteps gimmicks and frauds Advertising is widely understood to be Salesmanship in Print Understanding what makes a successful salesman then gives you the basics of what will make successful ads With this tested collection of solutions any person is well on their way to understanding human nature and how to approach prospects in order that marketing becomes routinely effective During 10 years of research Wheeler tested over 105 000 words and phrases on more than 19 million people resulting in the development of his 5 Wheeler Points and in 1937 the publication of *Tested Sentences That Sell* Wheeler's principles as powerful today as they were when this book was originally published in 1937 Even as things change technology transforms business evolves human nature has stayed the same Get your copy today and Master these secrets for yourself

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people think and act like they do is remarkable Byunscrambling complex ideas and explaining them in simple language he reveals how to fashion messages that will turn people into compulsive buyers of our products and services Now we can take control and create the buying trance It s a totally refreshing and very effective approach to hugely profitable sales and marketing Winston Marsh veteran Australian marketer *Gas Appliance Merchandising* ,1937 [Tested Retail Selling](#) Elmer Wheeler,2012-05-01 **The Sales Gurus** Andrew Clancy,Soundview Executive Book Summaries Eds.,2013-02-26 Since 1978 Soundview Executive Book Summaries has offered its subscribers condensed versions of the best business books published each year Focused insightful and practical Soundview s summaries have been acclaimed as the definitive selection service for the sophisticated business book reader Now Soundview is bringing together summaries of eighteen classic and contemporary sales books including seven never before published summaries Here in one easy to digest volume is just about everything you ever wanted to know about sales The summarized titles cover every aspect of superior salesmanship from some of the most acclaimed and legendary sales gurus For instance Brian Tracy gives new and experiences salespeople additional ways to improve their numbers in *Be A Sales Superstar* Tom Hopkins provides advice and encouragement to transform the average salesperson into a champion in *How to Master the Art of Selling* Chet Holmes presents his twelve key strategies for doubling sales in any company in *The Ultimate Sales Machine* Zig Ziglar bridges the past and present of sales strategy in *Ziglar on Selling* John Maxwell explains *The Winning Attitude* Marc Miller helps sales professionals eliminate the adversarial stigma in *A Seat at the Table* The collective wisdom contained in *The Sales Guru* can help any salesperson on his or her journey to becoming a sales guru [How To Put Yourself Across](#) Elmer Wheeler,2016-11-11 This is Elmer s newest book It is his best yet It will bring you up to date on all the methods techniques and strategy used not only in America to win friends but from around the world He constantly brings out methods used worldwide to make friends He has discovered many ways to get along in life as used for centuries by people of other lands but never practiced in the United States He will tell you for example about the soft sell of Japan the bargain ways of Hong Kong the winning silk appeals of Bangkok people the image sell of India and so forth how these people sell themselves to others and go places in life Truly this is a collection of best ways and test ways to make friends keep old friends and go places You ll live you ll learn you ll become a master of self sell once you ve read these lively chapters of Mr Sizzle *Journal of Personnel Research* ,1936 [The National Union Catalog, Pre-1956 Imprints](#) ,1968 [Advertising & Selling](#) ,1928 **Business Ideas for Increasing Profits** Prentice-Hall, inc,1941 **Literary Digest** ,1938 **Advertising & Selling and the Advertising Agency** ,1927 **Inspection News** ,1938 **Ice Cream Field** ,1939 Vol 32 no 10 constitutes Souvenir edition and year book for 1939 **Hardware World** ,1939 **American Druggist** ,1938

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