

TIPS ON SELLING MEDICAL BOOKS

1. Let the customer tell you why they want to buy. Always ask the customer why they were interested in your product, then sell that benefit. If they said they just had a baby, don't talk for ten minutes on arthritis. Tell them these are a must for raising children.
2. If you tell them everything, they don't need to buy. Listen with empathy to their problems, but don't tell them the answers. Tell them the books are the answer. Leave a need for, and curiosity about, your product.
3. Don't bore them out of their minds with facts. One good sales story is worth a thousand statistics.
4. Give them ownership. Always refer to the volumes as **YOUR MEDICAL VOLUMES.**

AN E. G. WHITE SUMMARY CANVASS

"Tell the people that you have for sale books which give much valuable instruction regarding sickness and disease and how to avoid them, and that a study of this instruction saves much suffering and saves also much of the money spent in paying doctor's bills. Tell them that in these books is advice which they cannot possibly obtain from their physician during the short visits he makes." Colporteur Ministry, p. 90

"We must carry the publications to the people and urge them to accept, showing them that they will receive much more than their money's worth. Exalt the value of the books you offer. You cannot regard them too highly." Colporteur Ministry, p. 85

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