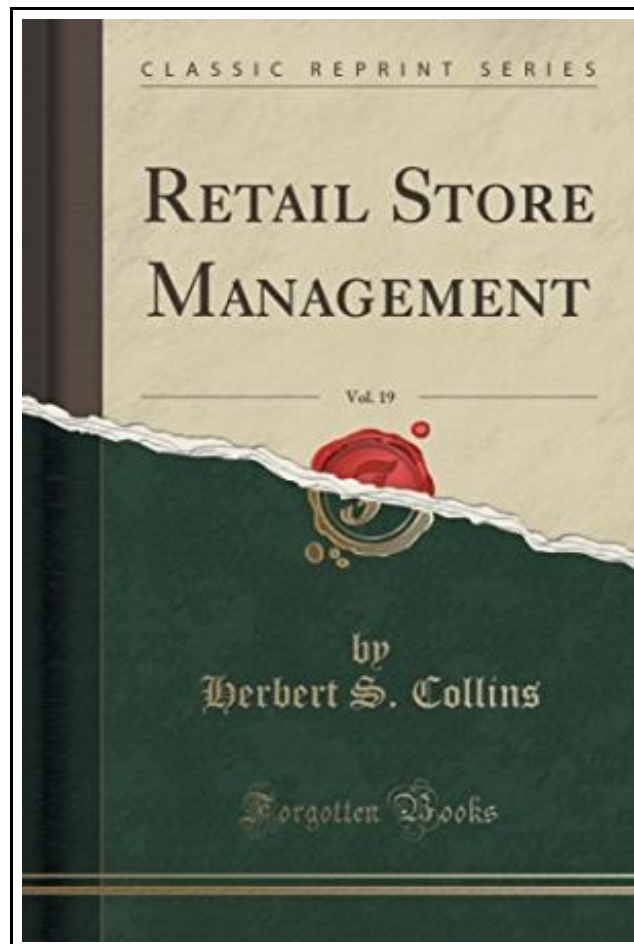


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(Prof. Mark Ratke Jr.)

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Forgotten Books, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Excerpt from Retail Store Management, Vol. 19 Herbert S. Collins was born in 1875. As a boy he came to Syracuse from a farm in Orleans County, New York, and became a clerk in Mr. Whelan s cigar store, eventually becoming the manager of the business. When in 1900 Mr. Whelan was ready to launch the United Cigar Stores Company, Mr. Collins came to New York. He was one of the three salesmen behind the counter in the first store of the United Cigar Stores Company. As sales manager of the United Cigar Stores, Mr. Collins is constantly devoting his efforts to bringing the store service up to the highest state of efficiency. He keeps in close touch with the work of the salesmen by sending out letters of advice and constructive criticism covering the subject of service. Periodically he makes long trips over the country to talk in person with the men. His pride in having the United Cigar Stores selling organization the best in the world had a beginning when, early in his business career, he first observed the importance of courtesy as a factor in salesmanship. With that idea as a foundation he has applied science to the problems of salesmanship with excellent results. Mr. Collins is credited with the development of window display in the United Cigar Stores. In the arrangement of goods visible from the sidewalk, he takes special interest, in order that it may dovetail with the other advertising of the store. Despite the arduous nature of his work, Mr. Collins finds time to indulge a strong predilection for out-door life. He is a devotee of automobiling, golf and fishing. He...



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