



Selling Home Furnishings - A Training Program

Roscoe R. Rau

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This is a reprint of book published long ago. From the forward: “This bulletin has been prepared for use by those who seek self-improvement as members of a group engaged in the study of home furnishings and how to sell them agreeably, intelligently, and competitively. More than \$2,500,000,000 is expended annually in this country for home furnishings. Under present conditions the layman cannot become an expert on the multitude of things he has to buy, and he must purchase many articles more or less blindly. Since much structural detail is hidden from view, the integrity of the dealer is more than merely an advantage—it is a necessity. There are hundreds of interesting and vital facts concerning home furnishings which consumers may learn from retail dealers and members of their sales organizations and which, if they become generally known, will result in greater discrimination and economy in buying and will be reflected in more charming, suitable, and comfortable furnishings in the home. This bulletin presents at once opportunity and challenge to those who sell home furnishings: Opportunity to those who see furniture as a symbol of achievement and distinction. These hear the call to bring beauty out of drab surroundings, and to shape the visible garments of life, and even life itself, making it finer, richer, and a thing of greater worth.”

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