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How one sales manager stirred up bigger business -

The board of directors had a habit of asking Ralston into the executive meetings.
It was fine for Ralston as long as the factory was oversold. But when business began to ease up, the directors began to get just a trifle inquisitive. Several times they
called for information that Ralston could not supply.
Nothing very much was said at the time, but Ralston did a heap of thinking. "Doggone it!" he ejaculated the facts I ought to have" to have.
The rest of the story reads like a novel. Perhaps you ave already heard it
How Ralston bought an L. B. Sales record! How he handled his men better because he knew exactly, from then on, what they were doing! How he got the best out upward! E.

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