

CONTENTS	
Preface	vii
CHAPTER 1	
SELLING AND SALESMANSHIP	
Lesson 1: Introduction to Salesmanship	2
Definition of Salesmanship	3
Historical Perspective of Salesmanship	5
What Is "Selling"?	10
Lesson 2: Salesmanship as a Career	14
Salesmanship as a Career	15
Sales Job Is Different	18
The Sales Process	20
Lesson 3: Development and Role of Selling in Marketing	23
The Nature and Role of Selling	24
Types of Selling	25
Images of Selling	26
The Nature and Role of Sales Management	27
The Relationship between Sales and Marketing	29
Chapter Summary	32
CHAPTER 2	
PERSONAL SELLING AND SALESMANSHIP	
Lesson 1: Personal Selling	36
What Is "Personal Selling"?	38
Fundamentals of Successful Personal Selling	40

Personal Selling Objectives	42
Theories and Models of Selling.....	45
Lesson 2: Salesmanship.....	52
Nature of Salesmanship.....	54
Importance of Salesmanship	55
Scope of Salesmanship	56
Different Types of Salespeople	58
Place of Personal Salesmanship in the Field of Marketing.....	59
Competitive versus Creative Salesmanship	60
Chapter Summary.....	64

CHAPTER 3

ETHICS IN SELLING

Lesson 1: Social, Ethical, and Legal Issues in Selling.....	68
Management's Social and Ethical Responsibilities.....	71
What Influences Ethical Behavior?	72
Employer Ethics in Dealing with Salespeople.....	73
Salespeople's Ethics in Dealing with Their Employers	74
Ethics in Dealing with Customers	76
Lesson 2: Law and Ethical Issues in Selling.....	80
The Contract	81
Terms and Conditions	82
Terms of Trade	86
Business Practices and Legal Controls	87
Ethical Issues.....	89
Chapter Summary.....	92

CHAPTER 4

SELLING FUNCTION

Lesson 1: Prospecting	97
Definition and Scope of Prospecting.....	99
Importance of Prospecting	99
Characteristics of a Good Prospect	100
Techniques in Prospecting	103
Presentation and Demonstration Strategies	105
 Lesson 2: Objections	109
Why Do We Get Objections?	111
Handling Objections.....	111
Pre- and Post-statements to Help Answer Objections	113
 Lesson 3: Planning the Sales Call	115
Why Plan the Sales Call?	116
Obtaining a Pre-call Information	117
Setting Call Objectives.....	118
Making an Appointment	120
Chapter Summary.....	123

CHAPTER 5

RELATIONSHIP STRATEGY

Lesson 1: Creating Value Strategies	127
Definition of Value-Added	129
Relationship: A Value Add-On	130
The Art of Partnering.....	131
Nonverbal Strategies for Relation Improvement.....	132
Conversations and Relationships	135
Barriers to Effective Communications.....	135

Lesson 2: Negotiating Buyer Concerns	139
Forms of Buyer Concerns	141
Dealing with Professional Buyers	143
Dealing with Price Concerns.....	144
Methods of Negotiating Buyer Concerns	145
Chapter Summary.....	148

CHAPTER 6

CLOSING SALE

Lesson 1: Basics of Closing a Sale	153
Tips for Closing the Sale	156
The Perfect Close	157
Techniques of Closing a Sale.....	158
Skills in Closing the Sale.....	160
Lesson 2: The Psychology of Closing.....	164
Making a Smooth and Painless Close	167
Six Major Requirements for Closing	167
Recognizing Buying Signals	168
Why Closing Is a Difficult Task.....	169
Use of Testimonial Letters.....	170
Chapter Summary.....	173
 References	177
Index.....	180