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ABC`s of Relationship Selling through Service (Twelfth Edition)

By Charles M. Futrell

McGraw Hill Education, 2013. Softcover. Condition: New. 5th or later edition. (Indian Edition) ABC's of Relationship Selling 12e trains readers on a specific, yet generic, step-by-step selling process that is universal in nature. This edition presents a sales process or system in a logical sequence, more than any other text in the market: from planning and the approach, to closing and follow-up for exceptional customer service. The goal of this text has always been to demonstrate to students the order of steps within the selling process; provide numerous examples of what should be in each step; and how the steps within the selling process interact with one another. This market leader text brings a comfortable and familiar approach to the Selling discipline. Contents: Part I: Selling as a Profession Chapter 1: The Life, Times, and Career of the Professional Salesperson Chapter 2: Ethics First? Then Customer Relationships Part II: Preparation for Relationship Selling Chapter 3: The Psychology of Selling: Why People Buy Chapter 4: Communication for Relationship Building: It's Not All Talk Chapter 5: Sales Knowledge: Customers, Products, Technologies Part III: The Relationship Selling Process Chapter 6: Prospecting: The Lifeblood of Selling Chapter 7: Planning the Sales Call Is a Must!...



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