Contents

	Preface		ix
PΑ	RT ONE • 1	INTRODUCTION	
1	Selling-	Basic Human Behavior	3
•		Electronetics, Inc. Sales Representation in the Defense Electronics Industry	18
	Case 1-2	The Sink-or-Swim School of Sales Training	19
2	Careers in	n Selling	23
	Case 2-1	Mark Caldwell Where to Now?	54
	Case 2-2	Dick Starr A Change of Jobs	54
		Caroline Burch A Place in the Sun	55
PA	ART TWO •	PREPARATION FOR SELLING	
3	You		61
	Case 3-1	Tom Huff	76
	Case 3-2	Dory Randall A Career Car Saleswoman	78
4	Product I	Knowledge	81
		The Wardrobe Shop	100

5 Why People Buy	103
PART THREE • THE SELLING PROCESS	
	141
6 Prospecting Case 6-1 Southside Chrysler Training Salespeople to	167
Prospect Case 6-2 Aetna Insurance Prospecting to Reach Selected Markets	168
Case 6-3 The Copy Master Corporation Selection of a Prospecting System	169
Case 6-4 National Adhesives Company Prospecting for New Accounts	171
Case 6-5 Lanz Opening a New Territory	172
The Breenweech	175
7 The Preapproach Case 7-1 The High Point Furniture Company	198
Preapproaching a New Outlet Case 7-2 Horton and Daughters Preapproaching an Individual	198
g. The American	199
8 The Approach Case 8-1 Tot, Inc. Approaching Chain Store Buyers	236
9 The Art of Persuasion	239
Case 9-1 Lump's Auto Parts The Power of Suggestion	260
10 The Presentation: I	261
Case 10-1 The Absent Order	283
Case 10-2 The Missing Order	284
Case 10-3 Some Gossip	284
Case 10-4 The Touchy Technician	285
Case 10-5 The Perfect Presentation	285
Case 10-6 Tom Scott Developing a Convincing	286
Demonstration	

11 The Prese	entation: II	289
12 The Prese		317
Case 12-1	Mountain Glass Company Developing a Short Presentation	340
Case 12-2	Propen, Inc. Creating Believability	341
13 Handling	Objections: I	345
	Objections: II	375
Case 14-1 Case 14-2	National Can Company Signing the Contract The King Paint Company The Hidden Objection	409
15 The Close		411
Case 15-1	Northside Motor Sales Development of Closing Techniques	435
16 Servicing	Accounts	439
17 Retail Sale	esmanship	45
	The Broadway The Chocolate Whip Caper	48
Case 17-2	Silverwoods If You Don't Want Them, Don't Bother Me	488
Case 17-3	Brako Selling a Service	488
18 Industrial	Selling	49
PART FOUR • 1	THE PERSUADER AS A PERSON	
19 Ethical Problems in Selling		52

20	Attitudes, Philosophies, and Work Habits	
	Case 20-1 Charles David A Week on the Road	547
		570
21	Sales Management I	50-
		583
22	Sales Management II	
		607
	Case 22-1 John Bryant and Associates · Recruiting Sales Personnel	623
23	The Legal Aspects of Selling	627
	Name Index	647
	Subject Index	
		649