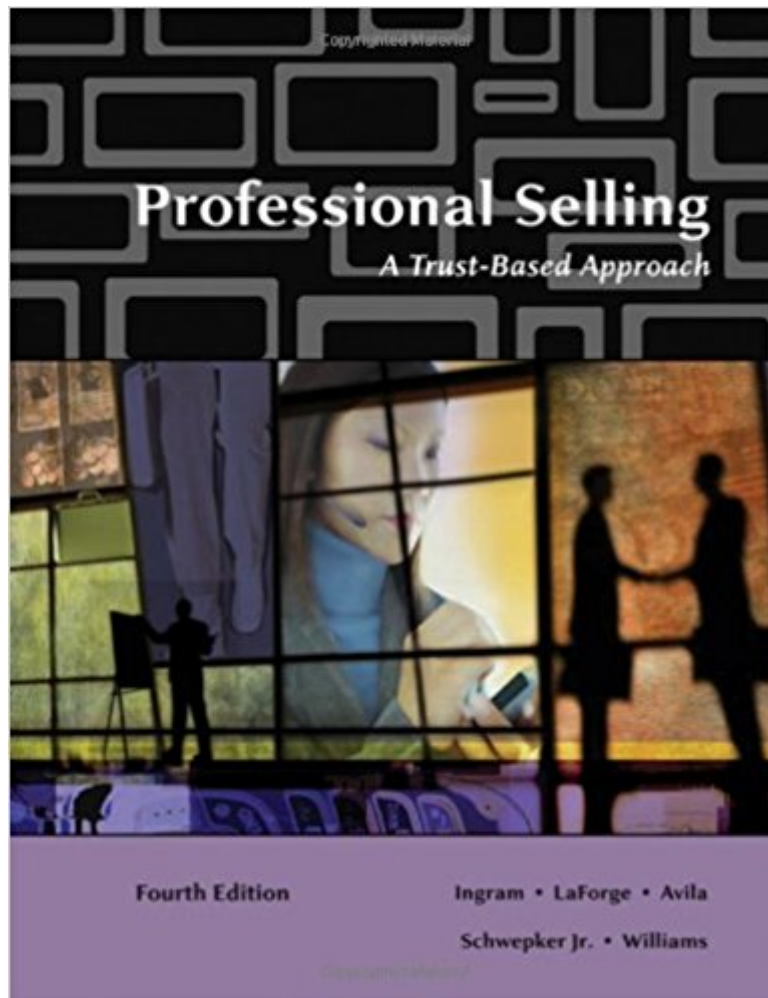




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# Professional Selling: A Trust-Based Approach



## Synopsis

PROFESSIONAL SELLING: A TRUST BASED-APPROACH, 4e is written specifically for you the student. It strives to provide comprehensive coverage of sales tools and tactics in a way that you will find interesting, readable, and enjoyable. The text is arranged into ten modules, which blend research results with up-to-date professional selling practice in a format designed to stimulate learning. "Objectives" highlight the basic material you will want to learn. Chapter opening vignettes illustrate many of the significant ideas to be covered in the upcoming module. These vignettes use real-world examples to illustrate the diversity and complexity of professional selling. Key words, highlighted in bold, are used to illustrate key concepts and definitions. A final module summary is geared to the learning objectives at the beginning of each chapter. If you understand professional selling terms, develop selling knowledge, and build professional sales skills, you will be prepared to make successful, professional selling decisions.

## Book Information

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## Customer Reviews

Thomas N. Ingram (Ph.D., Georgia State University) is professor of marketing and FirstBank Professor of Business Administrations at Colorado State University. Before commencing his academic career, he worked in sales, product management, and sales management with Exxon and Mobil. Tom is a recipient of the Marketing Educator of the Year award given by Sales and Marketing Executives International (SMEI). He was honored as the first recipient of the Mu Kappa Tau National Marketing Honor Society recognition award for Outstanding Scholarly Contributions to the Sales Discipline. The University Sales Center Alliance has designated Professor Ingram as a

Distinguished Sales Educator for his long-term contributions to sales education. Tom has served as the editor of the Journal of Personal Selling & Sales Management, chair of the SMEI Accreditation Institute, and as a member of the Board of Directors of SMEI. He is the former editor of the JOURNAL OF MARKETING THEORY & PRACTICE. Tom's primary research is in personal selling and sales management. His work has appeared in the JOURNAL OF MARKETING, JOURNAL OF MARKETING RESEARCH, JOURNAL OF PERSONAL SELLING & SALES MANAGEMENT, and the JOURNAL OF THE ACADEMY OF MARKETING SCIENCE, among others. He is the coauthor of one of the "Ten Most Influential Articles of the 20th Century" as designated by the Sales and Sales Management Special Interest Group of the American Marketing Association.

Raymond W. (Buddy) LaForge is the Brown-Forman Professor of Marketing at the University of Louisville. He is the founding Executive Editor of the Marketing Education Review; has co-authored Marketing: Principles & Perspectives (5e), Sales Management: Analysis and Decision Making (7e), Professional Selling: A Trust-Based Approach (5e), The Professional Selling Skills Workbook, Strategic Sales Leadership: and BREAKthrough Thinking for BREAKthrough Results. His research is published in many journals including the Journal of Marketing, Journal of Marketing Research, Decision Sciences, and Journal of the Academy of Marketing Science. Buddy has served on the board of many organizations, including as Vice President/Marketing for the Academy of Business Education; Vice President of Marketing, Teaching, and Conferences for the American Marketing Association Academic Council; and as Chair and Vice Chair for Awards and Recognition for the American Marketing Association Sales Interest Group. Buddy received the Outstanding Sales Scholar Award from Mu Kappa Tau at the National Conference in Sales Management and a Special Recognition Award from the American Marketing Association Sales Interest Group in 2005. He was selected as one of the Top Thirteen Faculty Favorites at the University of Louisville and received a Distinguished Scholar Award from the Research Symposium on Marketing and Entrepreneurship in 2006; the Distinguished Sales Educator Award from the University Sales Center Alliance and the Undergraduate Teaching Award from the College of Business in 2007; and the Outstanding Faculty Award from Beta Alpha Psi and a Faculty Favorite Award from the REACH Ambassadors in 2008. The Sales Program at the University of Louisville has been selected as a Top University Sales Education Program by the University Sales Education Foundation from 2007-2009.

Ramon A. Avila (Ph.D., Virginia Tech University) is the George and Frances Ball Distinguished Professor of Marketing at Ball State University. Before coming to Ball State, he worked in sales with the Burroughs Corporation. He has held two visiting professorships at the University of Hawaii and another at the Kelley School of Business at Indiana University. Dr. Avila was awarded the 2009

University Sales Center Alliance Distinguished Sales Educator. In 2003, Avila earned Ball State's Outstanding Faculty Award. In April 2002, he received a Leavey Award. This award was given for innovation in the classroom with his advanced selling class. Avila was presented the 1999 Mu Kappa Tau's Outstanding Contributor to the Sales Profession. He is only the third recipient of this award. He has also received the University's Outstanding Service award, the University's Outstanding Junior Faculty award, the College of Business Professor of the Year, and the Dean's Teaching award every year since its inception in 1987. Avila also sits on five editorial review boards. His primary research is in personal selling and sales management. His work has appeared in the JOURNAL OF MARKETING RESEARCH, JOURNAL OF PERSONAL SELLING & SALES MANAGEMENT, THE JOURNAL OF MANAGEMENT, INDUSTRIAL MARKETING MANAGEMENT, THE MARKETING MANAGEMENT JOURNAL, and the JOURNAL OF MARKETING THEORY & PRACTICE, among others. He is the coauthor of THE PROFESSIONAL SELLING SKILLS WORKBOOK and SALES MANAGEMENT: ANALYSIS AND DECISION MAKING.

Charles H. Schwepker, Jr. (Ph.D., University of Memphis), is the Mike and Patti Davidson Distinguished Marketing Professor at the University of Central Missouri. He has experience in wholesale and retail sales. His primary research interests are in sales management, personal selling, and marketing ethics. Dr. Schwepker's articles have been published in the JOURNAL OF THE ACADEMY OF MARKETING SCIENCE, JOURNAL OF BUSINESS RESEARCH, JOURNAL OF PUBLIC POLICY AND MARKETING, JOURNAL OF PERSONAL SELLING & SALES MANAGEMENT, JOURNAL OF SERVICE RESEARCH, and JOURNAL OF BUSINESS ETHICS, among other journals; various national and regional proceedings; and books, including MARKETING COMMUNICATIONS CLASSICS and ENVIRONMENTAL MARKETING. He has received several honors for both teaching and advising, including the Hormel Teaching Excellence award and the Alumni Foundation Harmon College of Business Administration Distinguished Professor Award. Dr. Schwepker received the James Comer Award for best contribution to selling and sales management theory awarded by the JOURNAL OF PERSONAL SELLING & SALES MANAGEMENT and two "Outstanding Paper" awards at the National Conference in Sales Management, among others. He is on the editorial review boards of the JOURNAL OF PERSONAL SELLING & SALES MANAGEMENT, JOURNAL OF MARKETING THEORY & PRACTICE, JOURNAL OF BUSINESS & INDUSTRIAL MARKETING, JOURNAL OF RELATIONSHIP MARKETING, JOURNAL OF SELLING AND MAJOR ACCOUNT MANAGEMENT, and SOUTHERN BUSINESS REVIEW, and has four times won awards for outstanding reviewer. Dr. Schwepker is a coauthor of SALES MANAGEMENT: ANALYSIS AND DECISION MAKING.

Michael R. Williams (Ph.D., Oklahoma State

University) is professor of marketing and director of the Academy of Customer Excellence and Sales at Oklahoma City University. Prior to his academic career, Williams established a successful 30-plus year career in industrial sales, market research, and sales management and continues to consult and work with a wide range of business organizations. He has coauthored THE PROFESSIONAL SELLING SKILLS WORKBOOK, SALES MANAGEMENT: ANALYSIS AND DECISION MAKING, and a variety of executive monographs and white-papers on sales performance topics. Williams's research has been published in many different national and international journals, including the JOURNAL OF PERSONAL SELLING & SALES MANAGEMENT, INTERNATIONAL JOURNAL OF PURCHASING AND MATERIALS MANAGEMENT, JOURNAL OF BUSINESS AND INDUSTRIAL MARKETING, QUALITY MANAGEMENT JOURNAL, and JOURNAL OF BUSINESS-TO-BUSINESS MARKETING. His work has also received numerous honors, including Outstanding Article for the Year in Journal of Business and Industrial Marketing, the AACSB's Leadership in Innovative Business Education Award, and the Marketing Science Institute's Alden G. Clayton Competition. In 2004, Williams was honored with the Mu Kappa Tau Marketing Society recognition award for Outstanding Scholarly Contributor to the Sales Discipline. He has also been honored with numerous university, college, and corporate teaching and research awards, including Old Republic Research Scholar, the presentation of a seminar at Oxford's Braesnose College, Who's Who in American Education, and Who's Who in America. Williams has and continues to serve in leadership roles as an advisor and board member for sales and sales management associations and organizations, including the University Sales Center Alliance, National Conference in Sales and Sales Management, and Vector Marketing.

Book in great condition. Pages have perforated edges so they come out easy so be careful. Also book is in black and white, so some images and charts are dark grey. But The book served its purpose and was a GREAT price. Cant complain!

Very detail exploration of the art of selling customer satisfaction. A must read for all sales professionals who think their job is to sell as much as possible for higher commissions and bonuses.

Authors provided great examples and easy to read chapters. Would highly recommend to a student studying professional selling methods and principles.

Great book, excellent examples. Definitely was a good foundation for me to build upon.

This is a text book for one of my classes. It is one of the better text books I am reading. It has useful information that I will use when I get my degree.

The book is in excellent condition -- I don't know what adding a tag is. I would like to know how to sell it back to you in about 7 weeks

I used parts of this book to teach my pro selling class this past spring (2007) at The University of Georgia. It is well organized. Writing is clear, succinct and easy to understand. Graphs, charts, drawings and pictures effectively illustrate principles of selling the authors emphasize. Cases at the end of each chapter are acceptable. Some are more challenging than others. I would like to see more role play and emphasis on using a contact manager like ACT!, but this is minor. The book's organization is very good. Overall, this is an excellent text for upper level, undergraduate students that want an introduction to the fundamentals of professional selling.

Book was in great condition, at a great price i will use it all semester

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