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Abcs Of Relationship Selling Fifth Edition

David W. Cravens, Nigel Piercy

Abcs Of Relationship Selling Fifth Edition:

ABC's of Relationship Selling Charles Futrell,1996 ABC's of Relationship Selling Through Service Charles Futrell,2005 Personal Selling M. C. Cant,C. H. van Heerden,2005-09 Outlining 10 steps in the personal selling process from prospecting for new business to closing a deal this guide explains the art of the sale The importance of listening to customers clarifying the difference between selling a product and a service and emphasizing the importance of business ethics are revealed Descriptions of the options available to those seeking a career in sales are included as is an exploration of the impact of the sales profession on the economy and a reminder that all jobs require some amount of selling

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