

Management includes current coverage of the trends and issues in sales management, along with numerous real-world examples from the contemporary business world that are used throughout the text to illuminate chapter discussions. Key changes in this edition include: Updates in each chapter to reflect the latest sales management research, and leading sales management trends and practices An expanded discussion on trust building and trust-based selling as foundations for effective sales management All new chapter-opening vignettes about well-known companies that introduce each chapter and illustrate key topics from that chapter New or updated comments from sales managers in "Sales Management in the 21st Century" boxes An online instructor's manual with test questions and PowerPoints is available to adopters.

Much more than an interactive study guide, WebTutor lets you leverage the power of the Internet to reinforce your learning experience and ensure the grade you want in this course. You'll find a wealth of interactive resources, such as interactive quizzes, multimedia concepts, tutorials, videos, online exercises and flashcards that work seamlessly with the text's companion website to provide a dynamic learning environment. This printed access card allows access to WebTutor on the BlackBoard platform.

Updated throughout with new vignettes, boxes, cases, and more, this classic text blends the most recent sales management research with real-life best practices of leading sales organizations. The text focuses on the importance of employing different sales strategies for different consumer groups, and on integrating corporate, business, marketing, and sales strategies. It equips students with a strong foundation in current trends and issues, and equips them with the skills needed for the 21st century.

Updates for this edition include: --New Opening Vignettes provide recent examples of leading sales organizations. --New Sales Management in the 21st Century boxes include new sales executives and personal comments. --New Ethical Dilemma boxes give students the opportunity to address important ethical issues, many as role-play exercises. --New and revised chapter cases with related sales management role-playing activities. --New and revised techniques in the Developing Sales Management Knowledge and Developing Sales Management Skills activities. --New or expanded coverage of social networking in recruiting and selecting; virtual sales training; promoting ethical behavior in sales organizations; compensation of sales managers; and how to optimize the use of sales contests. An instructor's manual with learning objectives, a test bank, PowerPoint presentation materials, and more is available online to adopters.

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"SELL 4 employs a comprehensive coverage of contemporary professional selling in an interesting and challenging manner. Including relational consultative selling, the text is organized on a more contemporary relationship-selling process that the author team has tested in, and developed for, major selling organizations."--

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