



Fundamentals of Selling, Tenth Edition

By Charles Futrell

Tata McGraw-Hill Education Pvt. Ltd., 2010. Softcover. Condition: New. 5th or later edition.

Fundamentals of Selling draws on the unmatched experience of a salesman turned teacher to give your students the sales skills that lead to success. With a level of detail unique to this book, author Charles Futrell lays out a selling process step by step, taking in every phase of the sale from planning to follow-up. This detailed yet universal approach gives students the foundation they need to be successful sellers in any industry

TABLE OF CONTENTS: Part I: Selling as a Profession Chapter 1. The Life, Times, and Career of the Professional Salesperson Chapter 2. Relationship Marketing: Where Personal Selling Fits Chapter 3. Ethics First ? Then Customer Relationships Part II: Preparation for Relationship Selling Chapter 4. The Psychology of Selling: Why People Buy Chapter 5. Communication for Relationship Building: It?s Not All Talk Chapter 6. Sales Knowledge: Customers, Products, Technologies Part III: The Relationship Selling Process Chapter 7. Prospecting?the Lifeblood of Selling Chapter 8. Planning the Sales Call Is a Must! Chapter 9. Carefully Select Which Sales Presentation Method to Use Chapter 10. Begin Your Presentation Strategically Chapter 11. Elements of a Great Sales Presentation Chapter...



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