

GLOBAL
EDITION



Selling Today

Partnering to Create Value

FIFTEENTH EDITION



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Selling Today

PARTNERING TO CREATE VALUE

Fifteenth Edition

Global Edition

Selling Today: Partnering to Create Value, Global Edition -- (Perpetual Access)

Table of Contents

Cover

Half Title

Title Page

Copyright Page

Dedication

Pearsons Commitment to Diversity, Equity, and Inclusion

Brief Contents

Contents

Preface

About the Authors

Part 1: Developing a Personal-Selling Philosophy

Chapter 1. Relationship Selling Opportunities in the Information Economy

Personal Selling TodayA Definition and a Philosophy

Emergence of Relationship Selling in the Information Economy

Major Advances in Information Technology and Electronic Commerce

Strategic Resource Is Information

Business Is Defined by Customer Relationships

Sales Success Depends on Creating and Adding Value

Considerations for a Future in Personal Selling

Wide Range of Employment Opportunities

Activities Performed by Salespeople

Freedom to Manage Ones Own Time and Activities

Titles Used in Selling Today

Above-Average Income

Above-Average Psychic Income

Opportunity for Advancement

Opportunities for Women

Employment Settings in Selling Today

Selling Through Channels

Career Opportunities in the Service Channel

Career Opportunities in the Business Goods Channel

Table of Contents

Career Opportunities in the Consumer Goods Channel

Selling SkillsOne of the Master Skills for Success in the Information Age

Knowledge Workers in the Information Economy

Managerial Personnel

Professionals

Entrepreneurs and Small Business Owners

Marketing Personnel and Customer Service Representatives

Learning to Sell

Corporate-Sponsored Training

Training Provided by Commercial Vendors

Certification Programs

College and University Courses

Chapter Learning Activities

Reviewing Key Concepts

Key Terms

Review Questions

Application Exercises

Role-Play Exercises

Reality Selling Case ProblemAlex Homer/Tom James Company

Partnership Selling: A Role-Play

Chapter 2. Evolution of Selling Models That Complement the Marketing Concept

Marketing Concept Requires New Selling Models

Evolution of the Marketing Concept

Marketing Concept Yields Marketing Mix

Important Role of Personal Selling

Evolution of Consultative Selling

Evolution of Strategic Selling

Strategic/Consultative Selling Model

Evolution of Partnering

Strategic-Selling AlliancesThe Highest Form of Partnering

Partnering Is Enhanced with High Ethical Standards

Partnering Is Enhanced with Customer Relationship Management

Value CreationThe New Selling Imperative

Chapter Learning Activities

Reviewing Key Concepts

Key Terms

Review Questions

Application Exercises

Role-Play Exercise

Table of Contents

Reality Selling Video Case Problem Ryan Guillory/Independent Consultant (TWFG)

Part 1 Role-Play Exercise

Part 2: Developing a Relationship Strategy

Chapter 3. Ethics: The Foundation for Partnering Relationships That Create Value

Developing a Relationship Strategy for Partnering Style Selling

Issues Challenging the Ethics of Salespeople

Factors Influencing Ethical Decision Making of Salespeople

Influences in a Global Economy

Influence of Senior Management

Influence of Company Policies and Practices

Influence of the Sales Manager

Influence of the Salesperson's Personal Values

Influence of Laws, Contracts, and Agreements

Building Trust with the Transactional, Consultative and Strategic Alliance Buyer

Making Ethical Decisions That Build Selling Relationships

Influence of Character in Ethical Decision Making

The Erosion of Character on Ethical Decision Making

Developing a Personal Code of Ethics That Adds Value

Chapter Learning Activities

Reviewing Key Concepts

Key Terms

Review Questions

Ethics Application Exercises

Role-Play Exercise

Reality Selling Video Case Problem Edith Botello/Mattress Firm

Chapter 4. Creating Value with a Relationship Strategy

Relationships Add Value

Partnering The Highest-Quality Selling Relationship

Relationship Strategies Focus on Four Key Groups

Adapting the Relationship Strategy

Thought Processes That Enhance Your Selling Relationship Strategy

Self-Concept An Important Dimension of the Relationship Strategy

The Win-Win Philosophy

Empathy and Ego Drive

Verbal and Nonverbal Strategies That Add Value to Your Selling Relationships

Adding Value with Nonverbal Messages

Impact of Appearance on Relationships

Impact of Voice Quality on Relationships

Impact of Etiquette on Your Relationships

Table of Contents

Conversational Strategies That Enhance Relationships

- Comments on Here and Now Observations
- Compliments
- Search for Mutual Acquaintances or Interests

Self-Improvement Strategies That Add Value

Chapter Learning Activities

Reviewing Key Concepts

Key Terms

Review Questions

Application Exercises

Role-Play Exercise

Reality Selling Video Case ProblemSusana Rosas/CB Richard Ellis

Chapter 5. Communication Styles: A Key to Adaptive Selling Today

Communication StylesAn Introduction to Adaptive Selling

- Communication-Style Bias
- Communication Style Principles
- Improving Your Relationship Selling Skills

Communication Style Model

- Dominance Continuum
- Sociability Continuum

Four Styles of Communication

- Popularity of the Four-Style Model
- Determining Your Communication Style
- An Online Assessment of Your Communication Style

Minimizing Communication-Style Bias

- How Communication-Style Bias Develops and Erodes Partnering Relationships
- Adaptive Selling Requires Versatility That Builds Strong Relationships

Building Strong Relationships Through Style Flexing

- Building Relationships with Emotive Customers
- Building Relationships with Directive Customers
- Building Relationships with Reflective Customers
- Building Relationships with Supportive Customers
- Word of Caution

Chapter Learning Activities

Reviewing Key Concepts

Key Terms

Review Questions

Application Exercises

Role-Play Exercise

Table of Contents

Adaptive Selling Case ProblemRay Perkins/Grant Real Estate

Part 2 Role-Play Exercise

Part 3: Developing a Product Strategy

Chapter 6. Creating Product Solutions

Developing Product Solutions That Add Value

Selling Solutions

Explosion of Product Options

Creating Solutions with Product Configuration

Preparing Written Proposals

Becoming a Product Expert

Product Development and Quality Improvement Processes

Performance Data and Specifications

Maintenance and Service ContractsServicing the Sale

Pricing and Delivery

Become a Company Expert

Company Culture and Organization

Company Support for Product

Become the Industry ExpertKnow Your Competition

Develop and Communicate a Healthy Attitude toward Your Competition

Sources of Product, Company, and Industry Information

Web-Based Sources, Catalogs, and Marketing-Related Sales Support Information

Engage in Plant Tours

Build Strong Relationships with Internal Sales and Sales Support Team Members

Today's Wired Customers Have a Lot of Product, Competitive, and Industry Knowledge

Researching and Using Products

Reading and Studying Publications

Word of Caution

Creating Value with a FeatureBenefit Strategy

Distinguish between Features and Benefits

Use Bridge Statements

Identify Features and Benefits

Avoid Information Overload

Chapter Learning Activities

Reviewing Key Concepts

Key Terms

Review Questions

Application Exercises

Role-Play Exercise

Reality Selling Video Case ProblemBolaji Ayodele/Autodesk

Table of Contents

Partnership Selling: A Role-Play

Chapter 7. Product-Selling Strategies That Add Value

Product PositioningIn a Competitive Marketplace

Essentials of Product Positioning

Salespersons Role in Product Differentiation

Custom Fitting and Communicating the Value Proposition

The Three-Dimensional (3-D) Product Solutions Selling Model

Product-Positioning Strategies to Sell New (vs. Mature) and Low-Priced (vs. Value-Added)
Products

Selling New Products Versus Well-Established Products

Selling Products with a Price Strategy

Selling Your Product with the Value-Added Product-Selling Model

Value Creation Product Strategies for Transactional, Consultative, and Strategic Alliance Buyers

Chapter Learning Activities

Reviewing Key Concepts

Key Terms

Review Questions

Application Exercises

Role-Play Exercise

Reality Selling Case ProblemSelling New Products at Steelcase

Part 3 Role-Play Exercise

Part 4: Developing a Customer Strategy

Chapter 8. The Buying Process and Buyer Behavior

Developing a Customer Strategy

Adding Value with a Customer Strategy

Complex Nature of Customer Behavior

Consumer, Business, and Government Buyers

Types of Business Buying Situations

Types of Consumer Buying Situations

Achieving Alignment with the Customers Buying Process

Steps in the Typical Buying Process

Understanding the Buying Process of the Transactional, Consultative, and Strategic Alliance Buyer

Transactional Process Buyer

Consultative Process Buyer

Strategic Alliance Process Buyer

The Buyer Resolution Theory

Understanding Buyer Behavior

Basic Needs That Affect Buyer Behavior

Group Influences That Affect Buying Decisions

Table of Contents

PerceptionHow Customer Needs Are Formed

Buying Motives

Chapter Learning Activities

Reviewing Key Concepts

Key Terms

Review Questions

Application Exercises

Role-Play Exercise

Reality Selling Video Case ProblemAshley Pineda/PulteGroup

Chapter 9. Developing and Qualifying Prospects and Accounts

Prospecting and Account Developmentan Introduction

Importance of Prospecting and Account Development

Prospecting and Account Development Requires Planning

Account Development and Prospecting Plans Must Be Assessed Often

Sources of Prospects and Accounts

Referrals

Centers of Influence, Friends, and Family Members

Directories

Trade Publications

Trade Shows and Special Events

Digital Sales (Telemarketing) and E-Mail

Direct-Response Advertising and Sales Letters

Website

Computerized Database

Cold-Calling

Networking

Educational Seminars

Prospecting and Account Development by Nonsales Employees

Combination Approaches

Qualifying Prospects and Accounts

Collecting and Organizing Account and Prospect Information

Sales Intelligence

Managing the Account and Prospect Base

Portfolio Models

Sales Process Models

Pipeline Management, Pipeline Analytics, and Pipeline Dashboards

Chapter Learning Activities

Reviewing Key Concepts

Key Terms

Table of Contents

Review Questions

Application Exercises

Role-Play Exercise

Reality Selling Video Case Problem Dave Levitt/Salesforce.com

Regional Account Management Case Study Chapters 915 Real-World Sales Assignments!

Part 4 Role-Play Exercise

Part 5: Developing a Presentation Strategy

Chapter 10. Approaching the Customer with Adaptive Selling

Developing the Presentation Strategy

Presentation Strategy Adds Value

Planning the Preapproach

Establishing Presentation Objectives

Team-Selling Presentation Strategies

Strategies for Selling to a Buying Committee

Adaptive Selling: Builds on Four Strategic Areas of Personal Selling

Developing the Six-Step Presentation Plan

Planning the Presentation

Adapting the Presentation Plan to the Customers Buying Process

The Approach

The Digital Contact

The Social Contact Building Rapport

The Business Contact

Converting the Prospects Attention and Attracting Interest

Agenda Approach

Product Demonstration Approach

Referral Approach

Customer Benefit Approach

Question Approach

Survey Approach

Premium Approach

Combination Approaches

Coping with Sales Call Reluctance

Selling to the Gatekeeper

Digital Presentation

Chapter Learning Activities

Reviewing Key Concepts

Key Terms

Review Questions

Application Exercises

Table of Contents

Role-Play Exercise

Reality Selling Video Case Problem Alim Hirani/Hilti Corporation

Regional Account Management Case Study

Partnership Selling: A Role-Play

Chapter 11. Determining Customer Needs with a Consultative Questioning Strategy

The Consultative-Sales Process Adds Value

The Four-Part Need Satisfaction Model

Part One Need Discovery

Part Two Selection of the Solution

Part Three Need Satisfaction Through Informing, Persuading, or Reminding

Part Four Servicing the Sale

Creating Value with Need Discovery

Need Discovery Asking Questions

The Four-Part Consultative Questioning Strategy

Qualifying to Eliminate Unnecessary Questions

Need Discovery Listening and Acknowledging

Need Discovery Establishing Buying Motives

Selecting Solutions that Create Value

Selecting Solutions Match Specific Benefits with Buying Motives

Selecting Solutions Product Configuration

Selecting Solutions Make Appropriate Recommendations

Need Discovery and the Transactional Buyer

Involving the Prospect in the Need Discovery

Transitioning to the Presentation

Planning and Execution Final Thoughts

Chapter Learning Activities

Reviewing Key Concepts

Key Terms

Review Questions

Role-Play Application Exercises for Questioning Video Series

Reality Selling Case Problem Debora Karish/Amgen

Regional Account Management Case Study

Partnership Selling: A Role-Play

Chapter 12. Creating Value with the Consultative Presentation

Need Satisfaction Selecting a Consultative Presentation Strategy

Need Satisfaction The Informative Presentation Strategy

Need Satisfaction The Persuasive Presentation Strategy

Need Satisfaction The Reminder Presentation Strategy

Table of Contents

Guidelines for Creating a Presentation That Adds Value

- Adapt the Presentation to Meet Unique Needs of the Customer
- Cover One Idea at a Time and Use an Appropriate Amount of Detail
- Use Proof Devices to Demonstrate Buyer Benefits
- Appeal to as Many Senses as Appropriate
- Balance Telling, Showing, and Involvement
- Develop Creative Presentations
- Consider the Use of Humor in Moderation
- Choose the Right Setting
- Document the Value Proposition
- Quantify the Solution
- Check Sales Tools
- Summarize Major Points

Guidelines for a Persuasive Presentation Strategy That Adds Value

- Place Special Emphasis on the Relationship
- Target Emotional Links and Use a Persuasive Vocabulary
- Sell Specific Benefits and Obtain Customer Reactions
- Use of Showmanship
- Minimize the Negative Impact of Change
- Place the Strongest Appeal at the Beginning or End
- Use the Power of Association with Metaphors, Stories, and Testimonials

Guidelines for a Group Sales Presentation

- Enhancing the Group Presentation with Mental Imagery
- Digitally Enhanced Presentation Fundamentals

Selling Tools for Effective Demonstrations

- Product and Plant Tours
- Models
- Photos, Illustrations, and Brochures
- Portfolios
- Reprints
- Catalogs
- Graphs, Charts, and Test Results
- Bound Paper Presentations
- Digital Transformation of the Demonstration
- Rehearse the Presentation
- Plan for the Dynamic Nature of the Consultative Sales Presentation

Chapter Learning Activities

Reviewing Key Concepts

Key Terms

Review Questions

Application Exercises

Table of Contents

Role-Play Exercise

Reality Selling Case Problem Chris Wylie/Ecolab

Regional Account Management Case Study

Partnership Selling: A Role-Play

Chapter 13. Negotiating Buyer Concerns

Formal Integrative Negotiation Part of the Win-Win Relationship Strategy

Negotiation Is a Process

Planning for Formal Negotiations

Conducting the Negotiation Session

Know When to Walk Away

Common Types of Buyer Concerns

Concerns Related to Need for the Product

Concerns about the Product or Services

Concerns Related to Source

Concerns Related to Time

Concerns Related to Price

Specific Methods of Negotiating Buyer Concerns

Direct Denial

Indirect Denial

Questions

Superior Benefit

Demonstration

Trial Offer

Third-Party Testimony

Postpone Method

Creating Value During Formal Negotiations

How to Deal with Price Concerns

Negotiating Price with a Low-Price Strategy

Working with Buyers Trained in Formal Negotiation

Budget Limitation Tactic

Take-It-or-Leave-It Tactic

Let-Us-Split-the-Difference Tactic

If . . . Then Tactic

Sell Low Now, Make Profits Later Tactic

Chapter Learning Activities

Reviewing Key Concepts

Key Terms

Review Questions

Negotiations: Solving the Tough Problems Video Application Exercises

Role-Play Exercise

Table of Contents

Reality Selling Video Case ProblemHeather Ramsey/Marriott International

Regional Account Management Case Study

Partnership Selling: A Role-Play

Chapter 14. Adapting the Close and Confirming the Partnership

Adapting the Closean Attitude That Adds Value

Review the Value Proposition from the Prospects Point of View

Closing the SaleThe Beginning of the Partnership

Guidelines for Closing the Sale

Focus on Dominant Buying Motives

Longer Selling Cycles and Incremental Commitments

Negotiating the Tough Points Before Attempting the Close

Avoid Surprises at the Close

Tough-MindednessDisplaying a High Degree of Self-Confidence at the Close

Ask for the Order More Than Once

Recognize Closing Clues

Specific Methods for Closing the Sale

Trial Close

Direct Appeal Close

Assumptive Close

Summary-of-Benefits Close

Special Concession Close

Multiple Options Close

Balance Sheet Close

Management Close

Impending Event Close

Combination Closes

Adapting to the Customers Communication Style

Practice Closing

Confirming the Partnership When the Buyer Says Yes

What to Do When the Buyer Says No

Chapter Learning Activities

Reviewing Key Concepts

Key Terms

Review Questions

Application Exercises

Role-Play Exercise

Reality Selling Video Case ProblemMaria Candurin/Starburst

Regional Account Management (RAM) Case Study

Partnership Selling: A Role-Play

Table of Contents

Chapter 15. Servicing the Sale and Building the Partnership

Building Long-Term Partnerships with Customer Service

Achieving Successive Sales

Responding to Increased Postsale Customer Expectations

High Cost of Customer Attrition

Current Developments in Customer Service

Computer-Based Systems

Customer Service Methods That Strengthen the Partnership

Adding Value with Follow-Through

Preventing Postsale Problems

Adding Value with Customer Follow-Up

Adding Value with Expansion Selling

Preplan Your Service Strategy

Partnership-Building Strategies Should Encompass All Key People

Partnering with an Unhappy Customer

Chapter Learning Activities

Reviewing Key Concepts

Key Terms

Review Questions

Application Exercises

Role-Play Exercise

Reality Selling Video Case ProblemKhalid Naziruddin/Sewell Auto

Regional Account Management Case Study

Partnership Selling: A Role-Play

Part 5 Role-Play Exercise

Part 6: Management of Self and Others

Chapter 16. Opportunity Management: The Key to Greater Sales Productivity

Opportunity ManagementA Four-Dimensional Process

Time Management

Time-Consuming Activities

Time Management Methods

Saving Time with Meetings in Cyberspace and Other Methods of Communication

Territory Management

What Does Territory Management Involve?

Sales Call Plans

Records Management

Common Records Kept by Salespeople

Maintaining Perspective

Stress Management

Table of Contents

- Develop a Stress-Free Home Office
- Maintain an Optimistic Outlook
- Practice Healthy Emotional Expression
- Maintain a Healthy Lifestyle

Chapter Learning Activities

Reviewing Key Concepts

Key Terms

Review Questions

Application Exercises

Role-Play Exercise

Reality Case ProblemJulio Melara

Chapter 17. Management of the Sales Force

Applying Leadership Skills to Sales Management

- Structure
- Consideration
- Situational Leadership

Coaching for Peak Performance

Recruitment and Selection of Salespeople

- Determine Actual Job Requirements
- Search Out Applicants from Several Sources
- Select the Best-Qualified Applicant
- Personality and Skills Testing

Orientation and Training

Sales Force Motivation

- Effective Use of External Rewards

Compensation Plans

- Strategic Compensation Planning

Assessing Sales Force Productivity

Chapter Learning Activities

Reviewing Key Concepts

Key Terms

Review Questions

Application Exercises

Role-Play Exercise

Reality Sales Management Case ProblemAssessing Productivity

Appendix 1. Reality Selling Today Role-Plays and Video Scenarios

Appendix 2. The NewNet Systems Regional Accounts Management Case Study

Table of Contents

Appendix 3. Partnership Selling: A Role-Play for Selling Today

Endnotes

Glossary

Name Index

A

B

C

D

E

F

G

H

I

K

L

M

N

O

P

Q

R

S

T

U

V

W

X

Y

Z

Subject Index

A

B

C

Table of Contents

D
E
F
G
H
I
J
K
L
M
N
O
P
Q
R
S
T
U
V
W
Z