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Selling Today: Creating Customer Value, one of the most popular sales information books on the market, offers readers a blend of time-proven fundamentals and new practices needed to succeed in today's information economy. It emphasizes the need for salespeople to be guided by the new principle of personal selling: establishing partnerships that are maintained by customer value, created by the salesperson. This edition stresses the need for sales professionals to cope with new forces shaping the world of sales and marketing, and emphasizes the strategies for long-term success. It provides comprehensive coverage of consultative selling, strategic selling, partnering, and value-added selling. Sales force automation is also a major theme. For sales and marketing professionals.

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This text emphasizes a partnership approach to sales. The new edition introduces the theme of selling to knowledge workers and features expanded coverage of consultations, selling, strategic selling and partnering.

Students heading for a career in business will benefit from researched and proven selling techniques. Professional sales skills are becoming increasingly important in today's business world. This text covers up-to-date academic topics and rich application materials, providing students with everything they need to understand and apply selling techniques. In the eleventh edition, Manning and Reece have invited Michael Ahearne to join their best-selling author team. Ahearne's experience as Associate Professor of Marketing and Executive Director of the Sales Excellence Institute, in addition to his extensive educational background, provides invaluable insight to this already well-researched text. Developing a Personal Selling Philosophy; Developing a Relationship Strategy; Developing a Product Strategy; Developing a Customer Strategy; Developing a Presentation Strategy; Management of Self and Others Advances in technology and changes in customer expectations mean that sales personnel need to be adaptive and employ the latest in selling techniques. The authors have updated this text with new research and new interactive tools to engage students and reinforce learning with doing.

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