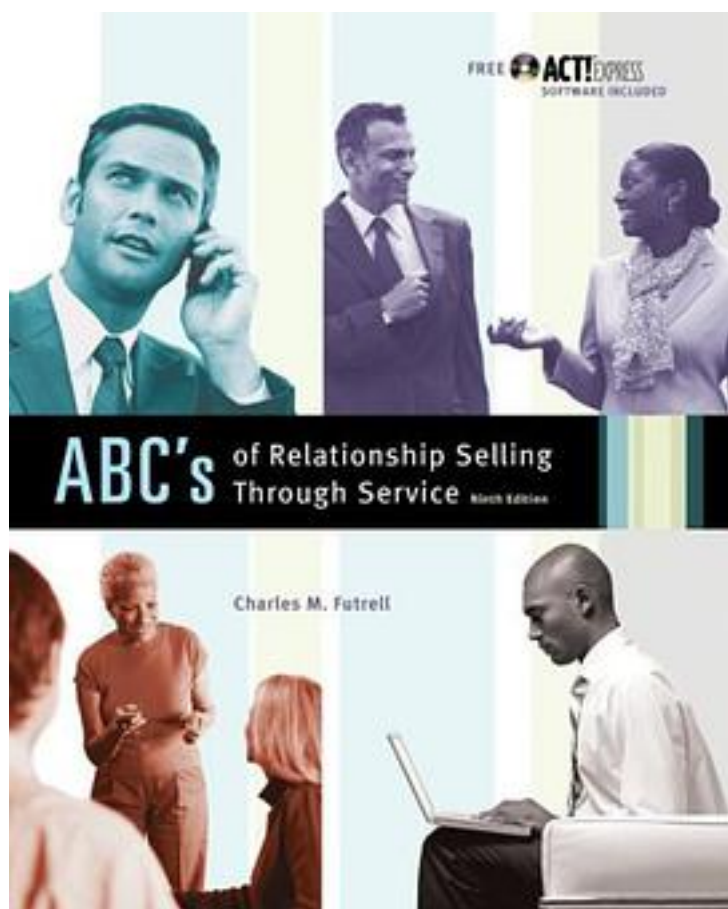


MP ABCs of Relationship Selling w/ ACT! Express CD



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著者:Charles M. Futrell

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"ABC's of Relationship Selling, 9/E" by Futrell is written by a sales person turned teacher and is filled with practical tips and business-examples gleaned from years of

experience in sales with Colgate, Upjohn, and Ayerst and from the author's sales consulting business. Charles Futrell focuses on improving communication skills and emphasizes that no matter what career a student pursues, selling skills are a valuable asset. This affordable, brief paperback contains a wealth of exercises and role plays is perfect for a selling course where professors spend considerable time utilizing other resources and projects. The text also makes a nice companion to a sales management text in Marketing programs that offer a sales management course, but do not offer a separate selling course.

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