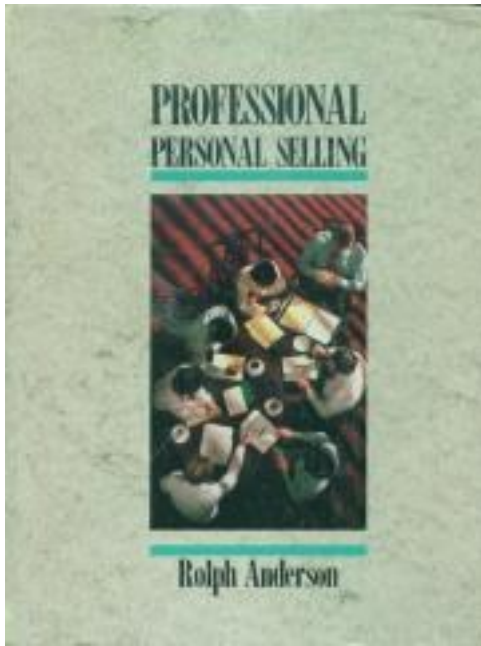


# Professional Personal Selling



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MOST of my curriculum in college was chemistw-related. I did, however, obtain a concentration in management, which proved valuable for nay to sales," says Kathleen Herron, a sales representative for Rohm and Haas, the well-known chemical company based in Philadelphia. Like many industrial sales reps who started out with their companies as researchers, engineers, or technicians, Kathleen responded to an internal company posting for a sales posi-

tion. "Having started out in Rohm and Haas Research, I felt sales was the best bet for launching a career in the business end of the company."

Although she felt comfortable in her new position after only about six months, Kathleen's sales training lasted a full two years. She continues: "This included hands-on experience in marketing, research, and manufacturing. Time was also allocated for travel with experienced sales reps. Training time can vary, since it depends on the availability of territories." Kathleen quickly learned that Rohm and Haas sales are neither immediate nor one-shot deals. "We have long-standing relationships with our customers. In fact, most of my accounts are on contract. We are constantly servicing them with technical, safety, and handling information and presentations. Our customer service people work closely with our customers to provide quality shipments of product."

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