

# Professional Selling



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著者:

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A basic text on the subject, Anderson's work covers the necessary background readers need to understand the selling process, detailing every individual segment of the sale, and moving in an easy progression. The book contains elements used in sales training programmes within each chapter, i.e. role play, written exercises, field assignments, interactive discussions; offers a systematic approach to the challenge of selling; presents anecdotes, cases and language; offers key advice on how to sell to groups of people; features two new chapters on sales force automation and the introduction of lap top computers to the sales process and the ethics of selling that addresses a multitude of problems.

作者介绍:

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