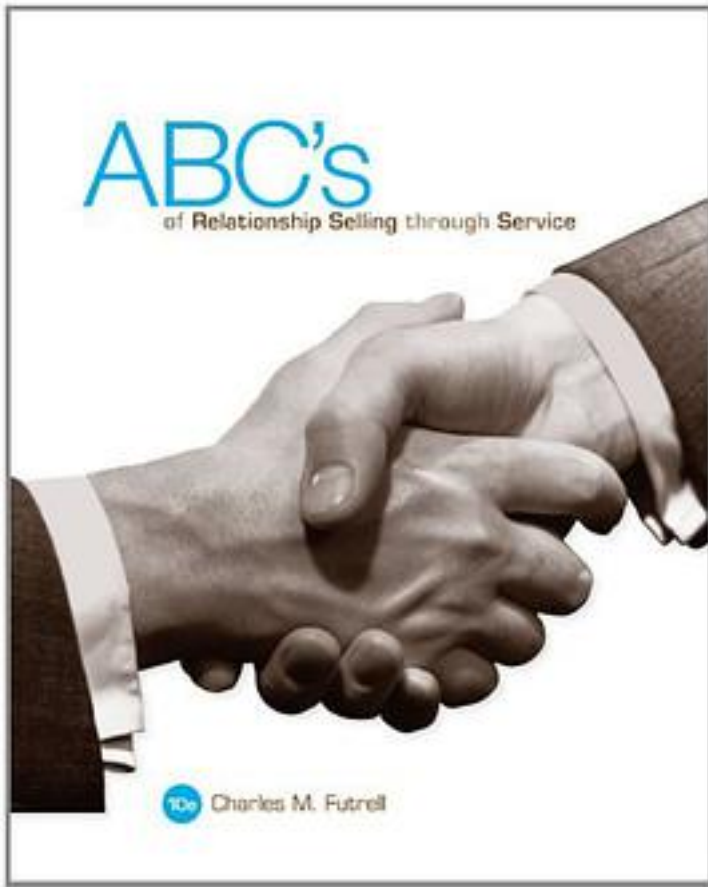


ABC's of Relationship Selling



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"ABC's of Relationship Selling, 10/e" trains readers on a specific, yet generic, step-by-step selling process that is universal in nature. This new edition presents a sales process or system in a logical sequence than any other text in the market: from planning and the approach, to closing and follow-up for exceptional customer service.

The goal of this text has always been to demonstrate to students the order of steps within the selling process; provide numerous examples of what should be in each step; and how the steps within the selling process interact with one another. This market leader text brings a comfortable and familiar approach to the Selling discipline.

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