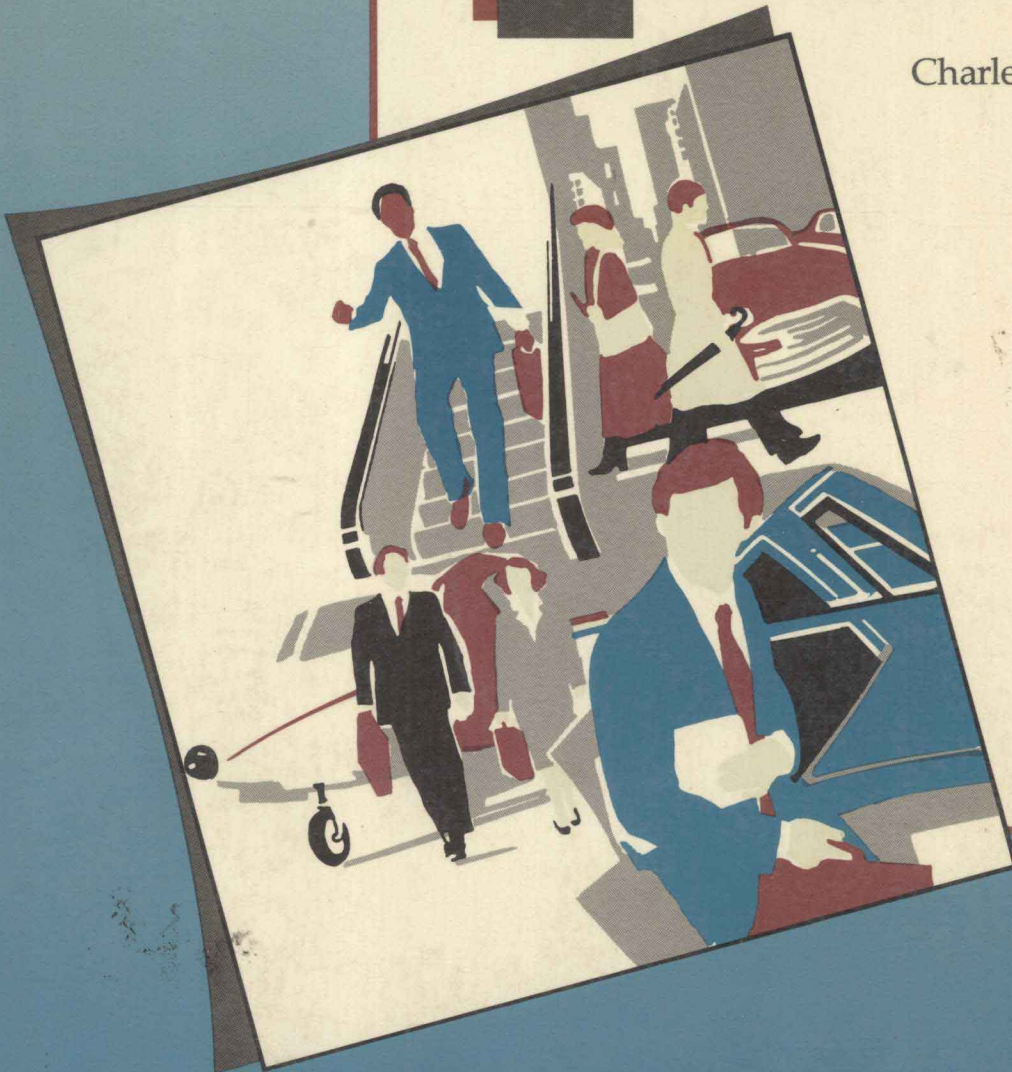


A B C ' S O F

SELLING

Charles Futrell



Second
Edition

ABC'S OF SELLING

Charles Futrell
Texas A&M University

Second Edition 1989

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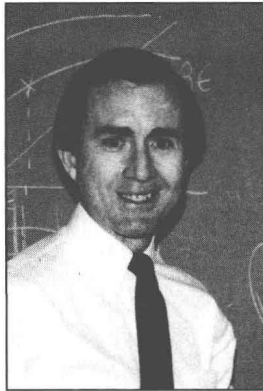
The Irwin Series in Marketing

Consulting Editor

Gilbert A. Churchill, Jr.
University of Wisconsin, Madison

To my children Amy and Gregory, two of the best salespeople I know

About the Author



Charles Futrell

Charles Futrell is professor of marketing at Texas A&M University. Charles is a salesperson turned professor.

Before beginning his academic career Professor Futrell worked in sales and marketing capacities for eight years with the Colgate-Palmolive Company, Upjohn Company, and Ayerst Laboratories. An excellent classroom teacher, he has written or cowritten seven successful texts for the college and professional audience, and his work in sales and marketing management has appeared in numerous national and international journals.

Dr. Futrell also serves as a frequent reviewer for several academic journals including the Journal of Marketing, the Journal of Marketing Research, and the Journal of Personal Selling and Sales Management. In his fifteen years as a university instructor and teacher for various executive development programs and industrial groups, such as the Bank Marketing Association's banking schools, he has developed numerous innovative instructional materials including computer simulations, computerized classroom materials, and video exercises. This background has resulted in his being used as a frequent speaker, researcher, and consultant to industry.

Professor Futrell enjoys coaching Little League baseball, jogging, photography, and fishing.

Preface

ABC's of Selling presents the *essential* material for the course on personal selling. It can also be used as a supplement in the sales management course should the instructor wish to thoroughly cover personal selling.

ABC's of Selling is written by a salesperson turned professor. For eight years I worked in sales with Colgate, Upjohn, and Ayerst. As a professor, I have taught selling to thousands of college students, business people, and industry sales personnel, developing and using the strategies, practices, and techniques presented in this text. Further, each year I spend time in fieldwork with sales personnel. In my classes and programs, I stress learning-by-doing examples and exercises, and videotape role-playing of selling situations. This text is the result of these experiences.

ABC's of Selling was conceived as a method of providing ample materials for readers to construct their own sales presentations after studying the text. This allows the instructor the flexibility of focusing on the how-to-sell approach within the classroom. Covering the basic foundations for understanding the concepts and practices of selling in a practical, straightforward, and readable manner, it provides students with a textbook for use in preparing sales presentations and role-playing exercises.

Teacher and student response to the material has been fantastic. This edition has added current examples as well as new selling ideas and techniques, and it introduces you to many new profiled successful salespeople. Those familiar with the earlier edition will still find the features, advantages, and benefits that made the book an effective teaching and learning resource.

Several of our friends profiled in the previous edition have updated their materials for you. As we look back on these people, it is great to see how successful they have been. In a few short years, for example:

- Matt Suffoletto moved from a marketing staff position to manager of U.S. channel operations.
- Sandra Snow was promoted several times and is now in the home office involved in training.

- Bruce Scagel was promoted to manager of sales training for Scott Paper. He is now manager of sales training for M & M—Mars.

These are a few examples. Several people moved to opportunities outside of the job they had when previously profiled. Gary Grant, for example, was promoted to marketing director of NCR's U.S. operations and is now in business for himself. Successful salespeople seem to be always on the move, seeking new challenges. It will be interesting to see where our salespeople profiled in this edition will be by our third

As you read the profiles, think about what these people have accomplished in sales—people like the Fingerhuts who left teaching in public schools to create a multimillion dollar company and Jack Pruett who previously drove a Pepsi-Cola delivery truck and now sells \$1 million of jewelry out of a retail store. The people profiled in your book are incredible individuals—individuals who have mixed hard work with sales talent to become successful.

Many features have been included to stimulate interest. Each chapter contains numerous buyer-seller dialogues, actual industry examples, comments from successful salespeople and sales managers, as well as interesting profiles of sales personnel from Fortune 500 companies and smaller businesses. Each company represented by a salesperson profiled in the book selected one of their outstanding salespeople to contribute to the learning of selling practices that can make a successful salesperson. Additionally, selling materials and photographs were provided by numerous companies whose contributions have greatly increased the educational quality of this text.

Further, each chapter provides chapter objectives, key terms, a chapter summary, and review and discussion questions to facilitate understanding. Projects and case problems presented at the end of each chapter have been carefully selected. The text, exercises, projects, and cases have all been classroom tested.

The 14 chapters contained in the text are divided into four parts:

1. *Selling as a Profession* emphasizes the career, rewards, and duties of the professional salesperson and illustrates the importance of the sales function to the organization's success.
2. *Preparation for Successful Selling* presents the background information salespeople use to develop their sales presentations.
3. *The Dynamics of Selling* covers the entire selling process from prospecting to follow-up and is the heart of the text. State-of-the-art selling strategies, practices, and techniques are presented in a how-to fashion.
4. *Special Selling Topics* discusses the importance of the proper use of

managing one's time and sales territory. For this edition, a new chapter was added on the social, ethical, and legal issues in selling.

For the instructor, a large, comprehensive manual accompanies the text to aid in class preparation. Please examine it for additional selling and teaching tips and examples. Also, check with your Irwin sales rep for other possible supplements.

I have had the good fortune to receive excellent assistance in preparing this text from the following outstanding sales instructors: Ames Barber, Adirondack Community College; Milton J. Bergstein, Pennsylvania State University; Norman Cohn, Milwaukee Tech; William H. Crookston, California State University, Northridge; Gary Donnelly, Casper College; Earl Emery, Baker Junior College of Business; Ric Gorno, Cypress College; Deborah Lawe, San Francisco State University; Ken Miller, Kilgore College; Harry Moak, Macomb Community College; Roy Payne, Purdue University; Camille P. Schuster, Virginia Tech; Robert Smith, Illinois State University; Ed Snider, Mesa Community College; William A. Stull, Utah State University; and John Todd, University of Tampa.

A very special thanks goes to the professional sales force who has done so much for the success of this text. Additionally, many of the profiled salespeople made content suggestions which were incorporated throughout the text. They also answered many of the end-of-the-chapter exercises and cases.

For the use of their selling exercises and cases, I am especially grateful to Professors Dick Nordstrom, California State University-Fresno and George Wynn, James Madison University. Additionally, a special thanks goes to Amy Futrell for her excellent editorial work.

Finally, I wish to thank the sales trainers, salespeople, and sales managers who helped teach me the art of selling when I carried the sales bag full time. I hope I have done justice to their great profession of selling.

I hope you learn from and enjoy the text. I enjoyed preparing it for you. Readers are urged to forward their comments on this text to me. I wish you great success in your selling efforts. Remember, it's the salesperson who gets the customer's orders that keeps the wheels of industry turning. America cannot do without you.

Charles Futrell

Profiles

Successful salespeople and sales managers profiled throughout this text greatly added to the educational value of the text and its lively, real-life examples. To these people—thanks!

Michael Bevan—Parbron International of Canada

Terry and Paul Fingerhut—Steamboat Party Sales, Inc., Tupperware

Bill Frost—AT&T Communications

Morgan Jennings—Richard D. Irwin, Inc.

Jim Mobley—General Mills, Inc.

George Morris—The Prudential Insurance Company of America

Vikki Morrison—First Team Walk-In Realty, California

Jack Pruett—Bailey Banks and Biddle

Emmett Reagan—Xerox Corporation

Bruce Scagel—Scott Paper Company

Linda Slaby-Baker—The Quaker Oats Company

Sandra Snow—The Upjohn Company

Matt Suffoletto—International Business Machines IBM

Ed Tucker—Cannon Financial Group, Georgia

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