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销售管理 分析与决策

Sales Management
Analysis and Decision-Making

第 5 版

Thomas N. Ingram ,
Raymond W. LaForge

(Colorado State University)
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市场营销类



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· 院长寄语 ·

北京大学光华管理学院秉承北大悠久的人文传统、深邃的学术思想和深厚的文化底蕴,经过多年努力,目前已经站在中国经济发展与企业管理研究的前列,以向社会提供具有国际水准的管理教育为己任,并致力于帮助国有企业、混合所有制企业和民营企业实现经营管理的现代化,以适应经济全球化趋势。

光华 MBA 项目旨在为那些有才华的学员提供国际水准的管理教育,为工商界培养熟悉现代管理理念、原理和技巧的高级经营管理人才,使我们的 MBA 项目成为企业发展致富之源,为学员创造迅速成长和充分发挥优势的条件和机会。

为了适应现代人才需求模式和建立中国的一流商学院,北京大学光华管理学院正在推出国际 MBA“双语双学位”培养方案;同时,为了配合北大 MBA 教育工作的展开,光华管理学院与北大出版社联合推出本套《当代全美 MBA 经典教材书系(英文影印版)》,并向国内各兄弟院校及工商界人士推荐本套丛书。相信我们这些尝试将会得到社会的支持。而社会对我们的支持,一定会使光华 MBA 项目越办越好,越办越有特色。

北京大学光华管理学院院长

陈以寿

出版者序言

2001年12月10日中国加入了世界贸易组织,从此,中国将进一步加大与世界各国的政治、经济、文化各方面的交流和合作,这一切都注定中国将在未来世界经济发展中书写重要的一笔。

然而,中国经济的发展正面临着前所未有的人才考验,在许多领域都面临着人才匮乏的现象,特别是了解国际贸易规则、能够适应国际竞争需要的国际管理人才,更是中国在未来国际竞争中所必需的人才。因此,制定和实施人才战略,培养并造就大批优秀人才,是我们在新一轮国际竞争中赢得主动的关键。

工商管理硕士(MBA),1910年首创于美国哈佛大学,随后MBA历经百年风雨不断完善,取得了令世人瞩目的成绩。如今,美国MBA教育已经为世界企业界所熟知,受到社会的广泛承认和高度评价。中国的MBA教育虽起步较晚,但在过去10年里,中国的MBA教育事业发展非常迅速,也取得了相当显著的成绩。现在国内已经有50多所高等院校可以授予MBA学位,为社会培养了3000多名MBA毕业生,并有在读学员2万多人。

目前,国内的MBA教育市场呈现一片繁荣景象,但繁荣的背后却隐藏着种种亟待解决的问题。其中很大一部分问题的成因是因为目前我国高校使用的教材内容陈旧,与国外名校的名牌教材差距较大,在教学内容、体系上也缺乏与一流大学的沟通。为适应经济全球化,国家教育管理部门曾要求各高校大力推广使用外语讲授公共课和专业课,特别是在我国加入WTO后急需的上百万人才中,对MBA人员的需求更是占1/3之多,所以,大力开展双语教学,适当引进和借鉴国外名牌大学的原版教材,是加快中国MBA教育步伐,使之走向国际化的一条捷径。

目前,国内市场上国外引进版教材也是新旧好坏参差不齐,这就需要读者进行仔细的甄别。对于国外原版教材的使用,在这里我们要提几点看法。国外每年出版的教材多达几万种,如果不了解国外的教材市场,不了解国外原版教材的品质就可能找不到真正适合教学和学习的好的教材。对于不太了解外版教材的国内读者来说,选择教材要把握以下几点,即:选择国外最新出版的书籍;选择名校、名作者的书籍;选择再版多次并且非常流行的书籍。综合以上几点来看,目前国内市场上真正出新、出好、出精的MBA教材还是不多的。基于以上认识,北京大学出版社推出了《当代全美MBA经典教材书系(英文影印版)》,本套丛书的筛选正是本着以上提到的几点原则,即:出新、出好、出精。经过北京大学及国内其他著名高校的知名学者的精心挑选,本套丛书汇集了美国管理学界各个学科领域专家的权威巨著,称得上是一套优中选精的丛书。本套丛书现在已经推出了MBA主干课程、会计专业、金融专业课程教程三个系列,共45个品种。以后,我们还将陆续推出更多专业的英文影印版书籍。

致谢

本套教材是我社与国外一流专业出版公司合作出版的,是从大量外版教材中选出的最优秀的一部分。在选书的过程中我们得到了很多专家学者的支持和帮助,可以说每一本书都经过处于教学一线的专家、学者们的精心审定,本套教材的顺利出版离不开他们的无私帮助,在此,我们对审读并对本套图书提出过宝贵意见的老师们表示衷心的感谢,他们是(按拼音排序):

北京大学光华管理学院:符国群、贾春新、江明华、李东、刘力、梁钧平、
陆正飞、王建国、王立彦、王其文、伍丽娜、杨岳全、
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中央财经大学会计系:孟焰

本套丛书的顺利出版还得到了培生教育集团(Pearson Education)北京代表处、汤姆森学习出版集团(Thomson Learning)北京代表处的大力支持,在此对他们也表示真诚的感谢。

出版声明

本套丛书是对国外原版教材的直接影印,由于各个国家和地区的政治、经济、文化背景的不同,原作者所持观点还请广大读者在阅读过程中加以分析和鉴别。我们希望本套丛书的出版能够促进中外文化交流,加快国内经济管理专业教学的发展,为中国经济走向世界做出一份贡献。

我们欢迎所有关心中国 MBA 教育的专家学者对我们的工作进行指导,欢迎每一位读者给我们提出宝贵的意见和建议。

北京大学出版社经济与管理图书事业部

2004 年 2 月

关于本书

适用对象

本教材适用于本科生、研究生、MBA 的销售管理课程。

内容简介

本书介绍了销售管理发展趋势和相关问题的最新信息,有助于帮助学生奠定深厚的理论基础、学习 21 世纪所需的各种创新性技巧。模块化的内容设计,有助于教师根据具体需要安排教学。

作者简介

Thomas N. Ingram(乔治亚州立大学博士)是科罗拉多州立大学(Colorado State University)的营销系主任和教授。在开始他的学术生涯之前,他曾经在埃克森和美孚从事销售、产品管理和销售管理工作。Tom 是销售与营销主管国际协会(Sales and Marketing Executives International, SMEI)所设营销教育家年度奖项的获得者之一。他是 Mu Kappa Tau 全国营销荣誉学会所设销售学杰出学术贡献奖的第一位获得者。他还多次获得大学授予的优秀教学奖。Tom 是 *Journal of Personal Selling and Sales Management* 的编辑、销售与营销主管国际协会认证学会主席和销售与营销主管国际协会董事会成员。他还担任 *Journal of Marketing Theory and Practice* 的编辑。Tom 的主要研究领域包括个人销售和 sales 管理。他曾经在 *Journal of Marketing*、*Journal of Marketing Research*、*Journal of Personal Selling and Sales Management* 和 *Journal of the Academy of Marketing Science* 等期刊上发表过多篇文章。他是 *The Professional Selling Skills Workbook* 和 *Marketing: Principles & Perspectives* 两本书的合著者,还参与编写了 *Emerging Trends in Sales Thought and Practice*。

Raymond W. (Buddy) LaForge(田纳西大学经营管理学博士)是路易斯维尔大学(University of Louisville)的营销学 Brown-Forman 冠名教授。他是《营销学教育评论》(*the Marketing Education Review*)的创始人,并为该杂志担任了 8 年编辑,现任执行主编。Buddy 是 *Marketing: Principles & Perspectives*、*Sales Management: Analysis and Decision Making* 和 *The Professional Selling Skills Workbook* 的合著者,并参与编写了 *Emerging Trends in Sales Thought and Practice*。他在 *Journal of Marketing*、*Journal of Marketing Research*、*Journal of the Academy of Marketing Science* 和 *Journal of Personal Selling and Sales Management* 等期刊上发表过多篇文章。目前, Buddy 是直接销售教育基金会(Direct Selling Education Foundation)董事会及执行委员会、杜邦公司营销学术顾问委员会促销研究组和家族企业中心顾问委员会的成员,同时兼任美国营销协会学术委员会讨论会及研究所副主席、商务教育学会营销学院副主席。他正在致力于建设路易斯维尔大学的销售学项目 and 销售专业人员网络(<http://cbpa.louisville.edu.salenetwork>),以期在销售学的教师、学生和业界主管人员之间建立联系,进而促进销售职业、教育、研究与实践的发展。

Ramon A. Avila(弗吉尼亚理工大学博士)是鲍尔州立大学的营销学 George and Frances Ball 优秀教授。在到鲍尔州立大学任教之前,他在 Burroughs 公司从事销售工作。他还在夏威夷大

学(the University of Hawaii)有两份兼职教授之职。1999年,Ramon被授予 Mu Kappa Tau 销售职业杰出贡献者荣誉称号。他是这一奖项的第三位获得者。Ramon 还曾获得鲍尔州立大学优秀青年教师奖、鲍尔州立大学杰出服务奖、年度商学院最佳教授等奖项,而且自院长教学奖在1987年设立以来,他每年都是这一奖项的得主。Ramon 还是6家编审会的成员。他曾在 *Journal of Marketing Research*、*Journal of Personal Selling and Sales Management*、*Industrial Marketing Management*、*Journal of Marketing Management* 和 *the Journal of Marketing Theory and Practice* 等期刊上发表过多篇文章。他也是 *The Professional Selling Skills Workbook* 的合著者。

Charles H. Schwepker, Jr. (孟非斯大学博士)是中密苏里州立大学(Central Missouri State University)的营销学教授。他有批发及零售业的从业经验。他的主要研究领域包括销售管理、个人销售、营销道德和消费者行为。他曾在 *Journal of the Academy of Marketing Science*、*Journal of Public Policy and Marketing*、*Journal of Personal Selling and Sales Management* 和 *Journal of Business Ethics* 等报刊和书籍上发表过多篇论文。他的论文还被收录在 *Marketing Communications Classics* 一书中。他是 *Journal of Personal Selling and Sales Management*、*Journal of Marketing Theory and Practice*、*Journal of Business & Industrial Marketing* 和 *Southern Business Review* 等期刊编审委员会的成员。

Michael R. Williams (俄克拉何马州立大学博士)是伊利诺伊州立大学(Illinois State University)的营销学副教授。在成功地从事学术和研究工作的同时, Mike 还从他二十多年的工业品销售、销售管理和营销研究工作中积累了丰富的实践经验。Mike 曾在多种期刊上发表过他的研究成果,包括 *Journal of Personal Selling and Sales Management*、*International Journal of Purchasing and Materials Management*、*Journal of Business and Industrial Marketing*、*Quality Management Journal*、*Competitiveness Review*、*Journal of Industrial Technology*、*Journal of Marketing*、*Theory and Practice* 和 *Simulation and Gaming: An International Journal of Theory, Design, and Research*。他的工作也获得了多项奖励,包括1998年 *Journal of Business and Industrial Marketing* 的最佳论文奖、AACSB 商务教育创新领先奖和营销科学学院 Alden G. Clayton 竞赛优胜奖。Mike 还获得过各种校级、院级的教学和研究奖励。由于他在公司和大学教育领域所做出的杰出贡献,他的名字被收进美国教育名人录。又因为他在销售和组织行为、顾客定位和公司文化等领域的工作, Mike 还获得了进入南部与西南部名人录和美国名人录的殊荣。目前, Mike 是销售管理全国会议(the National Conference in Sales Management)的全国主席、阿克伦大学费希尔个人销售学院学术委员会的成员和市场驱动质量集团(the Market-Driven Quality Group)的副主席。

关键特色

方法:《销售管理》(第5版)将最新的销售管理研究和领先销售组织的最佳真实实践结合在一起。教材继续强调针对不同消费者群体使用不同销售战略的重要性,同时也一如既往地注重整合公司、商务、营销和销售战略。全书以销售管理决策者的观点讨论各个主题。

根据具体需要使用《销售管理》与《专业销售》:《销售管理》(第5版)的各模块可以和 Ingram 的《专业销售》(第2版)的各模块配合使用,以便根据具体需要设计销售课程。

案例:教材中包括许多或长或短的案例。每一章末尾的“进行销售管理决策”中都会有一些比较短的案例,非常适合作为布置书面作业、鼓励课堂讨论和角色扮演练习之用。在本书末尾会有一些比较长的案例,是进行更加全面的分析或团体演讲的最佳素材。

21 世纪的销售管理:每一章的专栏中都会摘引一些销售主管小组(Sales Executive Panel)成

员的言论。销售主管小组包括来自各家公司的销售主管人员。这些来自业界的最佳实践可以为读者提供现实生活中公司的主管人员会提出的真实建议。

技术:目前,在销售管理过程的各个阶段使用各种新兴技术已经成为商业运作不可分割的一部分,所以本教材也将这一内容贯穿全书始终。

道德困境:全书自始至终都将道德问题作为教材非常重要的一部分,并对每一模块的“道德困境”专栏进行了更新,以期促进对道德在销售中所扮演角色的深入思考。

模块末尾的应用练习:每一模块的末尾都会有全面的应用练习,可以为学生的学习和技巧的掌握提供极大的便利。模块末尾都会有以下部分内容:理解销售管理的术语(模块中提到的关键术语);扩展销售管理知识(帮助读者扩展知识面、理解重要的销售管理问题与关系的各种问题);掌握销售管理技巧(读者可以使用在该模块中学到的销售管理知识来解答的各种练习题);进行销售管理决策(要求读者进行重要的销售管理决策的案例)。

客户关系管理(CRM):第5版引入了客户关系管理这一新兴的商业战略,并将使用各种技术成功完成客户关系管理战略作为教材内容的一部分。

战略及领导重点:综观《销售管理》(第5版),作者更加注重从战略角度和领导者角度来分析销售管理问题。

角色扮演:第5版增加了每一模块末尾“角色扮演”的材料,读者可以利用这些材料扮演销售管理中的不同角色。这些材料都会用不同的图标标示各个角色,非常易于辨认。

全新的开篇简介:所有模块的开头都会有一个开篇简介,其中一般会介绍一个最新的、真实的公司案例,指出模块中将会讨论的重点,为教材的讨论打好基础,并引发读者的兴趣。

互联网习题:第5版全面增加了互联网练习的数量,读者可以根据特殊的图标很容易地区分这些练习题。

全面修订了 PowerPoint 文件包:PowerPoint 幻灯片进行了全面修订和更新,以便强调第5版中的关键概念。

教师资源光盘(IRCD):本版新增的教师资源光盘将所有的教师辅助材料都包括在一起。IRCD 包括教师指导手册、习题库、计算机测试软件 ExamView 和最新修订的 PowerPoint 幻灯片的电子文件。

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教辅产品

教师资源光盘(包括教师指导手册、习题库、测试

软件 ExamView 和 PowerPoint 幻灯片)\ 0-324-19109-X

To Jacque
—Thomas N. Ingram

*To Susan, Alexandra, Kelly, and
in memory of my Mom and Dad*
—Raymond W. LaForge

*To Terry, Sarah, Anne, Ryan,
Laura, Kate, and my parents*
—Ramon A. Avila

*To Laura, Charlie III, Anthony, my Mom,
and in memory of my Dad, "Big C"*
—Charles H. Schwepker Jr.

*To Marilyn, Aimee and Rodney, Kerri and Bart,
my Mom, and in memory of my Dad*
—Michael R. Williams

PREFACE

Our objective in writing the fifth edition of *Sales Management: Analysis and Decision Making* was to continue to present comprehensive and rigorous coverage of contemporary sales management in a readable, interesting, and challenging manner. Findings from recent sales management research are blended with examples of current sales management practice into an effective pedagogical format. Topics are covered from the perspective of a sales management decision maker. This decision-making perspective is accomplished through a modular format that typically consists of discussing basic concepts, identifying critical decision areas, and presenting analytical approaches for improved sales management decision making. Company examples from the contemporary business world are used throughout the text to supplement module discussion.

CHANGES IN THIS EDITION

Several significant changes have been made in the fifth edition of *Sales Management: Analysis and Decision Making*. All of the authors teach the sales management course. We also interact with sales management professors from around the world. We know, and these professors tell us, that sales management texts are too long, cost too much, do not reflect leading sales management practice, and do not offer the desired flexibility for teaching the sales management course. Most of the changes in this edition are being made to address these concerns:

- We have reduced the number of modules from 11 to 10 by combining the two modules on personal selling into one module with an appendix that focuses on sales careers. The new module retains the important personal selling content, but eliminates extraneous material. We think the module and appendix provide students with a sufficient foundation in personal selling for a sales management course. And, the module can serve as a review for students who have taken a complete personal selling course. The 10 modules are easy to schedule in a semester or quarter sales management course.
- We have added many role plays throughout the book. Each role play is indicated by the icon shown in the margin. Many of the ethical dilemmas have been set up as role plays in the Building Sales Management Skills section of each module. Almost all of the short cases appearing at the end of each module also have been translated into role play situations. These appear at the end of each case in the Making Sales Management Decisions section of each module. The role plays offer an opportunity to get students actively involved in sales management. The text focuses on making and executing effective sales management decisions. Often this requires interactions among various people within and outside the sales organization. The role plays allow students to be engaged in these interactions.
- We have added additional exercises to the Building Sales Management Skills section of most modules. Many of these exercises require the use of the Internet. Others emphasize various types of analyses and some involve role plays.
- All of the Opening Vignettes used to introduce a module are new. These vignettes are intended to generate student interest by presenting company examples of leading sales management practice.
- The "Sales Management in the 21st Century" boxes in each module have been revised. Several new sales executives have been added to our Sales Executive Panel.



ROLE PLAY

These sales executives created “best practices” comments for specific modules. In other cases, sales executives updated and revised comments made for our last edition.

LEVEL AND ORGANIZATION

This text was written for the undergraduate student enrolled in a one-semester or one-quarter sales management class. However, it is sufficiently rigorous to be used at the MBA level.

A sales management model is used to present coverage in a logical sequence. The text is organized into five parts to correspond with the five stages in the sales management model.

Part One, “Describing the Personal Selling Function,” is designed to provide students with an understanding of personal selling prior to addressing specific sales management areas. We devote one module at the beginning of the text to this topic.

Part Two, “Defining the Strategic Role of the Sales Function,” consists of two modules; one discusses important relationships between personal selling and organizational strategies at the corporate, business, marketing, and sales levels. This module focuses on how strategic decisions at different organizational levels affect sales management decisions and personal selling practices.

The second module in this part investigates alternative sales organization structures and examines analytical methods for determining salesforce size, territory design, and the allocation of selling effort.

Part Three, “Developing the Salesforce,” changes the focus from organizational topics to people topics. The two modules in this part cover the critical decision areas in the recruitment and selection of salespeople and in training salespeople once they have been hired.

Part Four, “Directing the Salesforce,” continues the people orientation by discussing the general supervisory and leadership roles necessary for successful sales management and examining important areas of salesforce motivation and reward systems.

Part Five, “Determining Salesforce Effectiveness and Performance,” concludes the sales management process by addressing evaluation and control procedures. Differences in evaluating the effectiveness of the sales organization and the performance of salespeople are highlighted and covered in separate modules.

PEDAGOGY

The following pedagogical format is used for each module to facilitate the learning process.

Learning Objectives. Specific learning objectives for the module are stated in behavioral terms so that students will know what they should be able to do after the module has been covered.

Opening Vignettes. All modules are introduced by an opening vignette that typically consists of a recent, real-world company example addressing many of the key points to be discussed in the module. These opening vignettes are intended to generate student interest in the topics to be covered and to illustrate the practicality of the module coverage.

Key Words. Key words are highlighted in bold type throughout each module and summarized in list form at the end of the module to alert students to their importance.

Boxed Inserts. Each module contains two boxed inserts titled “Sales Management in the 21st Century.” The comments in these boxes are provided by members of our Sales Executive Panel and were made specifically for our text.

Figure Captions. Most figures in the text include a summarizing caption designed to make the figure understandable without reference to the module discussion.

Module Summaries. A module summary recaps the key points covered in the module by restating and answering questions presented in the learning objectives at the beginning of the module.

Developing Sales Management Knowledge. Ten discussion questions are presented at the end of each module to review key concepts covered in the module. Some of the questions require students to summarize what has been covered, while others are designed to be more thought-provoking and extend beyond module coverage.

Building Sales Management Skills. Application exercises are supplied for each module, requiring students to apply what has been learned in the module to a specific sales management situation. Many of the application exercises require data analysis. Many modules also have an Internet exercise to get students involved with the latest technology. Role plays are also included in most modules.

Making Sales Management Decisions. Each module concludes with two short cases. Most of these cases represent realistic and interesting sales management situations. Several require data analysis. Most are designed so that students can role play their solutions.

CASES

The book contains a mixture of short, medium, and long cases. The 18 short cases at the end of modules can be used as a basis for class discussion, short written assignments, or role plays. The longer cases are more appropriate for detailed analysis and class discussions or presentations by individuals or student groups. The longer cases are located at the end of the book.

SUPPLEMENTS

Instructor's Resource CD (IRCD)

The Instructor's Resource CD delivers all the traditional instructor support materials in one handy place: a CD. Electronic files are included on the CD for the complete Instructor's Manual, Test Bank, computerized Test Bank and computerized Test Bank software (ExamView), and chapter-by-chapter PowerPoint presentation files that can be used to enhance in-class lectures.

- **Instructor's Manual**

The Instructor's Manual for the fifth edition of *Sales Management: Analysis and Decision Making* contains many helpful teaching suggestions and solutions to text exercises to help instructors successfully integrate all the materials offered with this text into their class. Each module includes the following materials designed to meet the instructor's needs.

- Learning objectives
- Module outline and summary
- Ideas for student involvement
- Possible answers to review sections in the text, Developing Sales Management Knowledge and Building Sales Management Skills
- Ideas for how to incorporate the role play exercises found in the text into the classroom setting, as well as suggestions for conducting the Role Plays

The Instructor's Manual files are located on the IRCD in Microsoft Word 2000 format.

- **Test Bank**

The revised and updated Test Bank includes a variety of multiple choice and true/false questions, which emphasize the important concepts presented in each chapter. The Test Bank questions vary in levels of difficulty so that each instructor

can tailor his/her testing to meet his/her specific needs. The Test Bank files are located on the IRCD in Microsoft Word 2000 format.

- **ExamView (Computerized) Test Bank**
The Test Bank is also available on the IRCD in computerized format (ExamView), allowing instructors to select problems at random by level of difficulty or type, customize or add test questions, and scramble questions to create up to 99 versions of the same test. This software is available in DOS, Mac, or Windows formats.
- **PowerPoint Presentation Slides**
Created by an expert in the field of sales, Scott Inks of Ball State University, this package brings classroom lectures and discussions to life with the Microsoft PowerPoint 2000 presentation tool. Extremely professor-friendly and organized by chapter, these chapter-by-chapter presentations outline chapter content. The eye-appealing and easy-to-read slides are, in this new edition, tailored specifically to the *Sales Management* text from the Ingram author team. The PowerPoint presentation slides are available on the IRCD in Microsoft 2000 format and as downloadable files on the text support site (<http://ingram-sales.swlearning.com>).

Web site

Visit the text web site at <http://ingram-sales.swlearning.com> to find instructor's support materials as well as study resources that will help students practice and apply the concepts they have learned in class.

- **Student Resources**
 - Online quizzes for each chapter are available on the web site for those students who would like additional study materials. After each quiz is submitted, automatic feedback tells the students how they scored and what the correct answers are to the questions they missed. Students are then able to email their results directly to their instructor if desired.
 - Crossword quizzing of glossary terms and definitions arranged by chapter is also available for extra review of key terms found in the text.
 - Students can download the PowerPoint presentation slides from the web site.
- **Instructor Resources**
 - Downloadable Instructor's Manual files are available in Microsoft Word 2000 format and Adobe Acrobat format.
 - Downloadable PowerPoint presentation files are available in Microsoft PowerPoint 2000 format.

Videos

A video package has been assembled to provide a relevant and interesting visual teaching tool for the classroom. Two distinct selling series headline this video package. *Direct Selling on the Global Frontier* presents an overview of the global sales operation of direct selling companies and has a specific case situation for a particular company. *Inc. Magazine* videos portray "real" salespeople and sales calls with "real" clients in a variety of occupations. Companies represented include: Shearson-Lehman, 3M Health Care, and Ben & Jerry's.

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Michael J. Swenson, *Brigham Young University*

Scott A. Inks, *Ball State University*

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Michael R. Williams (Ph.D., Oklahoma State University) is professor of marketing and director of the Professional Sales Institute at Illinois State University. Prior to his academic career, Mike established a successful 30-plus year career in industrial sales, market research, and sales management and continues to consult and work with a wide range of business organizations. He has co-authored *The Professional Selling Skills Workbook*, *Professional Selling: A Trust-Based Approach*, and a variety of executive monographs and white-paper on sales performance topics. Mike's research has been published in many different national and international journals including *Journal of Personal Selling & Sales Management*, *International Journal of Purchasing and Materials Management*, *Journal of Business and Industrial Marketing*, *Quality Management Journal*, and *Journal of Industrial Technology*. His work has also received numerous honors, including Outstanding Article for the Year in *Journal of Business and Industrial Marketing*, the AACSB's Leadership in Innovative Business Education Award, and the Marketing Science Institute's Alden G. Clayton Competition. Mike has also been honored with numerous university, college, and corporate teaching and research awards including Old Republic Research Scholar, the presentation of a seminar at Oxford's Braesnose College, Who's Who in American Education, and Who's Who in America. Mike has and continues to serve in leadership roles as an advisor and board member for sales and sales management associations and organizations including the University Sales Center Alliance, National Conference in Sales and Sales Management, and Vector Marketing.