

SELLING

PRINCIPLES AND PRACTICES



FREDERIC A. RUSSELL / FRANK H. BEACH / RICHARD H. BUSKIRK

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Frederick A. Russell

Late Professor Emeritus
University of Illinois

Frank H. Beach

Late Professor Emeritus
University of Illinois

Richard H. Buskirk

Professor of Marketing
University of Southern California

with

Bruce D. Buskirk

Assistant Professor of Direct Marketing
Northwestern University

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ABOUT THE AUTHOR

Richard H. Buskirk

University of Southern California

Who am I? I have a number of titles—teacher, salesman, husband, father—but in my heart, I'm really a professional golfer in disguise. It's a very good disguise!

But, seriously, I didn't start out in selling or marketing. When I went to college, I majored in statistics. It was easy and it had the fewest required courses, so I could take anything and everything I wanted. But after graduating from Indiana University in 1948, my first job, with the South Wind Division of Stewart Warner as a market analyst, made me realize that the action was in selling and marketing. So back to school I went to find out what selling was all about.

In the meantime, I realized that I needed some selling experience. Since I also wanted to support my new bride, I started selling such things as correspondence courses, furnace starters, advertising specialties, and vacuum cleaners. I got a wide range of selling experience because each was a different challenge. And I even made some money.

And then a funny thing happened on my way to a career in industry. I ran into the Dean of the School of Business at the University of Kansas at a meeting in Cleveland during the Christmas season of 1948. One thing led to another, and he asked me to go to Lawrence to teach marketing for him.

At that time marketing majors at KU were required to take a 2-hour course in salesmanship. More importantly, the dean allowed us to limit the sections to not more than 10 students. With such small classes we were able to get the students on their feet several times each term for simulated selling situations. It was a great experience for all of us. I could really see that we were teaching people how to sell. Still, I wanted to get more selling experience because it was clear in class how my practical experiences could help explain different aspects of selling. Consequently I devoted several summers to selling such things as real estate, costume jewelry, and investments.

As the years passed, my interests broadened into other areas, but my belief in the need for basic selling skills in business has deepened. I see it particularly in my present position as Director of the Entrepreneur Program at the University of Southern California. Almost every entrepreneur's success depends upon selling skills.

If you are familiar with some of my other textbooks, such as *Management of the Sales Force*, *Retailing*, *Principles of Marketing*, *Concepts of Business*, *Managing New Enterprises*, and *Entrepreneurship*, as well as such trade books as *Beating Men at Their Own Game: A Woman's Guide to Successful Selling to Industry* and *Your Career*, you can better understand the strong emphasis in each book on personal selling.

I can happily report that even my son, Bruce, saw the light—he now teaches selling and sales management at Northwestern University. I submit that when your own son agrees with one of your beliefs, there must really be something to it.

To Brian Scott, Robert William, and
Katie who can sell us anything

PREFACE

This book is tailored to the college student or professional who seriously wants to learn how to sell more proficiently. Key topics of selling, such as how to locate, qualify, and approach prospects, how to make the sales presentation believable, how to meet objections, and how to close the sale, are dealt with in considerable detail. Moreover, abundant material on the behavioral aspects of selling is included. I remain convinced that success in selling lies not so much in possessing certain sales techniques as in knowing both oneself and consumer behavior—and having the ability to use such knowledge advantageously.

Ever since Dr. Russell created this time-tested material for teaching salesmanship, we have tried to keep intact its main features, improving it where we could and keeping it abreast of the times.

To reflect our current view of sales, we changed the name of the book in the eleventh edition from *Textbook of Salesmanship* to *Selling: Principles and Practices*. The former title served us well. The new one is more suited to the changing, dynamic nature of the profession, and of the people who choose a career in it. The thoroughness of coverage and the depth of discussion of each selling topic that have been hallmarks of the book since its inception remain.

In addition, this change of title mirrors our realization that this book has always had a wide audience, that it is really a *blueprint* of sales concepts and techniques, and that it is as capable of helping the self-taught entrepreneur as it is the student in a classroom. It continues to be an eminently teachable textbook—supported by a *comprehensive instructor's manual*—which also can be used for independent, professional study.

This edition incorporates much new material on direct marketing and its offspring, telemarketing and lead generation. Modern telecommunications technology combined with increased field selling costs has significantly affected the way many firms now sell their wares. Much sales work now takes place over the telephone.

A new chapter—"Lead Generation Through Direct Marketing" (Chapter 7)—follows the traditional "Prospecting" chapter, extending it into modern methods of providing qualified leads.

A chapter on direct marketing (Chapter 16) has been added to the two chapters on special forms of selling (Chapters 17 and 18). The increase in multilevel distributive systems and other forms of direct selling that overcome many of the objections to the old cold-calling, door-knocking tactics seemed to justify its addition.

Since the field of telemarketing has grown so rapidly in the last few years, it seemed time to include it as a separate chapter. It was placed after the sales management chapters since it is but one of many possible strategies that a sales manager might use.

Previous users of the book will notice that we have a new co-author, Bruce D. Buskirk, who is an Assistant Professor of Direct Marketing at the Medill Graduate School of Advertising of Northwestern University. The senior author must confess to more than a little bit of pride in this development. The marketing professor role model must not have been too forbidding.

We would like to express our thanks for the many useful comments and suggestions provided by colleagues who reviewed this text during the course of its development, especially to Kenneth Blattner, St. Cloud State University; E. W. Boatwright, University of South Florida; Francis L. Jones, Cypress College; Henry W. Nash, Mississippi State University; Bob E. Smiley, Indiana State University; and Anthony Urbaniak, Johnson State College.

Richard H. Buskirk
Bruce D. Buskirk

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CHAPTER ONE

SELLING—

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