



ABC'S OF SELLING

• THIRD EDITION •

CHARLES FUTRELL

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TEXAS A&M UNIVERSITY

Third Edition

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ABC'S OF SELLING

THE IRWIN SERIES IN MARKETING

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To my wife—the lady who role-played as my
buyer when I carried the sales bag



ABOUT THE AUTHOR

Charles Futrell is Professor of Marketing at Texas A&M University in College Station, Texas. He received his undergraduate and M.B.A. degrees from The University of North Texas and his Ph.D. from The University of Arkansas. 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 Company, The Upjohn Company, and Ayerst Laboratories. During that time, he developed and gave thousands of sales presentations to retailers, wholesalers, and industrial buyers.

Dr. Futrell 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*. His research in sales and marketing management has appeared in numerous national and international journals. This work has earned him several research awards and resulted in his being the only academic elected to the national Bank Marketing Association's

Sales and Professional Development Council for a three-year term. Charles has spoken to thousands of bankers across America on how to sell. Most recently he served on the Direct Selling Education Foundation's Board of Directors.

Charles has written or cowritten seven successful texts for the college and professional audience. These books are used in hundreds of American and international schools.

Professor Futrell has 20 years of teaching experience. Noted for being an excellent classroom instructor, he has developed numerous innovative instructional materials including computer simulations, computerized classroom materials, and video exercises. His classes are fun and educational—often with over 1,000 students a year. He has also participated in numerous executive development programs, always earning high marks for his classes.

This broad and rich background has resulted in his being used as a frequent speaker, researcher, and consultant to industry. Charles enjoys teaching, writing, jogging, photography, fishing, and music, plus watching movies and television.

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. In addition to the traditional course, numerous schools use *ABC's of Selling* in their continuing education courses; consultants provide it to their clients; and sales managers give new and used *ABC's of Selling* to their salespeople.

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 APPROACH

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, this

book provides students with a textbook for use in preparing sales presentations and role-playing exercises.

The Philosophy behind This Text

The title of the book should help you understand the philosophy behind it. A student of sales should understand the ABC's—the basics—of personal selling. All of them. I do not advocate one way of selling as the best route to success! There are many roads to reaching one's goals.

I do feel a salesperson should have an assortment of selling skills and should be very knowledgeable, even expert, in the field. Based on the situation faced, the salesperson determines the appropriate actions to take for that particular prospect or customer. No matter what situation is faced, however, the basic ABC's of selling can be applied.

There is no place in our society for high-pressure, manipulative selling. The salesperson is a problem-solver, a helper, and an advisor for the customer. If the customer has no need, the salesperson should accept it and move on to help another person or firm. If the customer has a need, however, the salesperson should and must go for the sale. All successful salespeople I know feel that once they determine that the customer is going to buy someone's product—and their own product will satisfy that customer's needs—it is their job to muster all their energy, skill, and know-how to make that sale. This is what it's all about!

It is my sincere hope that after the reader has studied this book, he or she will say, “There’s a lot more to selling than I ever imagined.” I hope many people will feel this material can help them earn a living and that selling is a great occupation and career.

At the end of the course, I hope all the students will have learned how to prepare and give a sales presentation by visually, verbally, and nonverbally communicating their message. I know of no other marketing course whose class project is so challenging and where so much learning takes place.

Finally, I hope each student realizes that these new communication skills can be applied to all aspects of life. Once learned and internalized, selling skills can help a person be a better communicator throughout life.

Purpose of the Revision

One major goal of this revision was to completely review the most current sales literature in order to update the material.

Students in my selling classes told me they wanted more examples of selling techniques to help them better develop their sales presentations. This was accomplished by improving several of the examples in the last edition, adding completely new techniques, and creating a new series of boxes entitled “Selling Tips.” Selling Tips have specific techniques students can use to improve their sales presentations.

This revision also has added discussions on such topics as nonmanipulative selling, negotiations, and group selling. Numerous topics have increased coverage—listening, verbal communications, handling objections, and closing the sale.

Those familiar with the earlier edition will still find the features, advantages, and benefits that made the book an effective teaching and learning resource. Teacher and student response

to the material has been so fantastic that the basic framework of the text remains the same.

TEXT AND CHAPTER PEDAGOGY

Many reality-based features have been included to stimulate interest. Each chapter contains numerous buyer-seller dialogues, actual industry examples, and comments from successful salespeople and sales managers, as well as interesting profiles of sales personnel from Fortune 500 companies as well as smaller businesses. Each company represented by a salesperson profiled in the book selected one of its 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, and these contributions have greatly increased the educational quality of this text.

Further, each chapter provides chapter outlines and objectives, key terms, a chapter summary, and review and discussion questions to facilitate understanding and retention. 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.

Profiles of Successful Salespeople

Several of our friends profiled in the previous edition have updated their materials for you. Many professors have said it is interesting to follow the careers of people such as Linda Slaby-Baker, who is now a Quaker Oats zone sales manager responsible for millions of dollars in sales, 6 district managers, and 50 salespeople in four states.

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 Pruitt who previously drove a Pepsi-Cola delivery truck and now sells \$1 million of jewelry out of a retail store. The people profiled in this book are incredible individuals—individuals who have mixed hard work with sales talent to become successful. Students really enjoy reading about these sales professionals.

BASIC STRUCTURE OF THE TEXT

The publisher and I worked hard to ensure that *ABC's of Selling* would provide students with the basic foundation—the ABC's—for understanding all major aspects of selling. The 15 chapters contained in the text are divided into four parts:

- “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. It also examines the social, ethical, and legal issues in selling.
- “Preparation for Successful Selling” presents the background information salespeople use to develop their sales presentations.
- “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.
- “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 successful selling by telephone.

TEACHING AND LEARNING SUPPLEMENTS

This textbook is the central element of a comprehensive package of teaching and learning resources. This package included:

- *Instructor’s Manual* containing ideas on teaching the course, commentaries on the cases, and end-of-chapter questions. This large, comprehensive learning resource is a time-saver.
- *Test Bank* including an extensive assortment of multiple-choice and true-false questions for each chapter. It was prepared by Dr. Thomas K. Pritchett of Kennesaw College. This test bank is also available from the publisher in computerized format for the IBM PC entitled CompuTest. TeleTest is also available—1-800-331-5094.
- *Transparency masters* that can be used to create transparencies for overhead projection or photocopies for distribution to students.
- *Pro Selling Software* for use with the IBM PC. Be sure to see the *Instructor’s Manual* for complete details about the software.
- *VHS videotape* with sales presentations, exercise, and examples of selling techniques discussed in the book.
- *Micro Learning Software* for use with the IBM PC. Make copies of this innovative, interactive software for students to test their understanding of concepts, practices, and key terms.

Students, faculty, and reviewers have been pleased with the readability, reasonable length, depth, and breadth of the material. You will like this edition better than the last one.

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I have had the good fortune of having reviewers who were a big help on this revision. My sincere thanks go to:

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I would also like to thank the many Texas A&M students who have used the book in their classes and provided feedback. Thanks also to the many instructors who call me each year to discuss the book and what they do in their classes. While we have never met face-to-face, I feel that I know you. Your positive comments, encouragement, and ideas have been inspirational to me.

Additionally, many of the profiled salespeople made content suggestions that were incorporated throughout the text. They also an-

swered many of the end-of-the-chapter exercises and cases.

A very special thanks goes to the professional sales force who has done so much for the success of this text. Several Irwin salespeople have contributed to the material and illustrations for this edition: John Dorff, Julie Britt Jahn, Bill McDowell, Gerald Mentor, Lynne Morrow, Rosalie Skears, Cliff Ward, and Clark White. Also, numerous Irwin reps have written to tell me what topics instructors want added. For example, thanks to Bruce Powell, materials on negotiations were added to this edition. John Dorff frequently called with great suggestions.

For the use of their selling exercises and sales management cases, I am especially grateful to:

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- George Wynn, *James Madison University*

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The publisher's crew that produced the final package also did a great job. It was headed by Steve Patterson and Gail Korosa. Thanks, also, to the rest of the Irwin staff.

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 past 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

P R O F I L E S

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Successful sales professionals profiled throughout the book greatly added to the educational value of the text and provided lively, real-life examples. To these people a special—thanks!

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- Linda Slaby-Baker—*The Quaker Oats Company*
- Sandra Snow—*The Upjohn Company*

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