

## SECOND EDITION Creative Selling Today

## STAN KOSSEN

MERRITT COLLEGE



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#### Creative Selling Today, Second Edition

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## To the Reader

A fairly safe generalization is that most authors have read far more books than they've written. I'm no exception, but long before writing my first book, I often wondered for whom most textbooks were actually written. As a person with experience both as a student and as an employee and outside consultant of business, I frequently found that attempts to communicate in the academic world and in the business world seemed thousands of kilometers apart. The academic world seemed to speak one language and the business world another.

Textbooks for the field of business, I was informed, had to be "scholarly," or they weren't suitable for the classroom. It seemed to me, however, that many authors assumed that communication and understanding would follow automatically if their texts were written in a scholarly fashion. Often, this was not the case.

This led me to the question of for whom a text should be written—the professor who adopts it, or the students who want to benefit from it? My feeling is that it has to be written with both in mind, since both professors and students are users of the materials.

My major purpose in writing this text, then, was to develop materials on professional selling that would attract and maintain the interest of you, the reader. It has been designed to be a readable blend of theory and practicality, with the emphasis on the latter.

In the first edition of *Creative Selling Today* I asked readers to furnish me with comments related to any portions of the text that didn't seem to relate to their needs. Many of the improvements incorporated into this edition reflect readers' inputs.

Your opinions are equally important. I would sincerely appreciate your letting me know your attitudes toward the second edition of *Greative Selling Today*, so that I can make it even more useful for future readers. Best of luck to you, and good selling!

STAN KOSSEN

## To the Instructor

The whole art of teaching is only the art of awakening the natural curiosity of young minds.

**Anatole France** 

A hearty "thanks" goes to the many adopters of the first edition of *Creative Selling Today*, not only for using the text in their selling classes but also for supplying feedback that has aided me immeasurably during its revision. Every user comment has been taken seriously, and a high proportion of the suggested modifications were incorporated into this edition.

Selling in today's environment is substantially changing. Rapidly fading is the image of the slick huckster who sells unneeded products, then takes the money and runs—never to be seen again. Today's salespeople need to be creative and imaginative to compete effectively with the many firms going after the same customers. They must focus on the needs of the buyer, all the while recognizing their equally important responsibilities to their firms, to themselves, to society, and to their families. All of this creates a hefty burden, but it also provides an exciting challenge. The person who develops effective selling skills finds that he or she has opportunities that are often lacking in other occupations.

## **Intended Audience of Creative Selling Today**

Many students who enroll in selling courses are unaware of their nature and scope. It has been my experience that a large number of students have no intention of pursuing a sales career (although many will take sales jobs later). Recognizing the diversity of any group of readers, Creative Selling Today is designed to appeal to the needs of the following types of students:

- 1. Those who are career-minded, or intend to pursue a career in selling
- 2. Those who are career-curious, or have not yet decided on a specific career but are exploring
- 3. Those who are management-oriented, or hope one day to be managers and therefore desire to broaden their knowledge
- 4. Those who are already in the sales field and desire to improve their selling skills and knowledge

#### xiv

#### TO THE INSTRUCTOR

### Organization of the Text

Creative Selling Today, Second Edition, is divided into six parts plus a special section consisting of three appendixes:

- 1. The Nature of a Career in Selling
- 2. The Character of the Marketplace
- 3. The Need for Basic Selling Skills
- 4. The Selling Process
- 5. The Improvement of Sales Effectiveness
- 6. The Management of Sales Activities

Appendixes: Specialized Areas of Selling

Appendix I: The Essentials of Retail Selling

Appendix II: Selling Real Estate

Appendix III: Selling in Foreign Markets

The text is a blend of essential background materials with practical information intended to aid in developing greater selling skills and effectiveness.

#### **How Students Can Benefit**

Following are reasons why your students can benefit from the use of Creative Selling Today, Second Edition:

- 1. They should find studying this text relatively easy because of the way each chapter is organized.
  - a. Chapter-opening outline provides the reader with an organized overview of the chapter contents.
  - b. Concise learning objectives appear at the beginning of each chapter.
  - c. Opening statements in each chapter are designed to attract the attention of the reader.
  - d. "Tickler questions" are placed in the margins to motivate the student to think about and to apply the presented concepts.
  - e. Each page has been planned to aid in maintaining the reader's interest and desire to learn. Interspersed are related cartoons intended to create a more enjoyable reading atmosphere.
  - f. Each chapter is followed by a summary of main concepts, questions for discussion, and an application section.
- Although over two decades of experience in conducting selling classes and seminars as well as in actual selling preceded the writing of this text, I spent many hours with sales managers and salespeople to make certain that the sales concepts in the text would relate to today's selling world.
- 3. An entire chapter is devoted to the development of communication and listening skills and their importance to salespeople.
- 4. An entire chapter is devoted to the ethical practices and responsibilities of salespeople, including the principal types of legal protection afforded to consumers that salespeople need to know.

#### TO THE INSTRUCTOR

- 5. A discussion of FUN-FAB OPTIC, a new concept that aids salespeople in recalling the essential features of a sales presentation, is included.
- 6. As any sales manager knows, the average cost of sales calls has sky-rocketed in recent years due to higher costs of transportation, lodging, and salaries. As a result, many salespeople are expanding their use of the telephone and direct mail, especially for prospecting, recharging inactive accounts, collecting overdue accounts, and creating and maintaining the goodwill of customers. Additional stress is being placed on more efficient planning and organizing of sales activities to help offset increased costs. To fill the important need for more understanding of the telephone, direct mail, and territory management as sales tools, all three topics are covered in depth in this edition.
- 7. A glossary at the back of the text lists key terms in alphabetical order.

#### How You, the Instructor, Can Benefit

It has been my experience that instructors appreciate all the help they can get to maximize their effectiveness in the use of time—that all-too-scarce commodity. With your time pressures in mind, an instructor's guide for this volume has been prepared and is available upon request for adopters of the text.

The instructor's guide includes for each chapter the following aids:

- 1. A lecture outline (a real time-saver for the busy instructor who doesn't have time to reread the chapters each school term).
- 2. Suggested answers to the discussion questions located at the end of each chapter in the text.
- 3. Suggested responses to chapter applications.
- 4. Supplementary materials and teaching aids, a section intended to provide additional materials to aid you in giving your classes more variety.
- 5. Eighteen quizzes (1 for each chapter) consisting of 20 objective questions. These can be removed from the guide and reproduced by photomechanical means.
- 6. Three examinations consisting of 30 multiple-choice questions and 40 true-false questions. (Multiple-choice questions can be assigned a value of 2 points each and true-false 1 point for a total of 100 points for each examination.)
- 7. Suggested course procedures.
- 8. Film list and sources.

I feel that you will find this text to be an exciting and beneficial complement to your teaching techniques and classroom procedures. You, the instructor, of course, are the key factor in determining the quality of a selling course. I hope that this second edition of *Creative Selling Today* makes your job even more interesting and productive. Good luck to you and your students!

#### xvi

#### TO THE INSTRUCTOR

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STAN KOSSEN

## **Contents**

TO THE READER	xi
TO THE INSTRUCTOR	xiii

#### part one THE NATURE OF A CAREER IN SELLING

## chapter 1 The Significance and Benefits of Sales Activities What You Do Is Important! 3

The Universality of the Sales Process 5 / The Diversity of the Sales Process 6 / Is Selling Really Necessary? 7 / Costs and the Process of Selling 10 / The Benefits of Sales Activity 12 / Wanted—A Better Image 15

## chapter 2 Characteristics of Selling Careers You Are the Company 18

The Myth of the Born Salesperson 20 / Personal Characteristics and Attitudes 21 / Skills and Education 28 / No Job Is Perfect 33 / Careers in Personal Selling 38

## part two THE CHARACTER OF THE MARKETPLACE 45

## chapter 3 Understanding Markets Who Really Are Your Customers? 47

The Nature of Markets 49 / Making It Manageable—Market
Segmentation and the Channels of Distribution 49 / Requirements for
Effective Market Segmentation 58 / Focusing on Customer Needs and
Wants 60 / The Product Life Cycle 61

## Chapter 4 The Motives of Buyers Why Do They Do It? 67

The Causes of Consumer Behavior 69 / Perception and Consumer Behavior 69 / Attitudes and Consumer Behavior 74 / The Nature of Needs and Motives 76 / Demand Characteristics and Motives of Industrial Purchasers 82 / Reasons for Consumer Loyalty 85

viii	
CONTENTS	

#### part three THE NEED FOR BASIC SELLING SKILLS

**chapter 5** Preparation for Creative Selling Know Thy Customers, Thy Company, Its Products, and Thy

89

Know Thy Customers, Thy Company, Its Products, and T Competition 91

The Importance of Knowing the Facts 93 / Know Thy Customers 93 / Know Thy Company 93 / Know Thy Products 97 / Sources of Product Information 99 / Know Thy Competition 99

## chapter 6 Communicating with Customers There's More to Communication Than Meets the Ear 104

The Nature of Effective Communication 106 / Types of
Communication 108 / Saying It with Words—Verbal Forms of
Communication 109 / Oral Versus Written Communication 112 /
Shhhhh!—Nonverbal Forms of Communication 114 / Minimizing
Communication Breakdowns 117 / The Importance of Listening 120 /
Developing Active Listening Skills 122

### part four THE SELLING PROCESS 131

## chapter 7 The Art of Prospecting and Preapproaching There's Gold in Them Thar Hills! 133

The Importance of Prospecting 135 / Prospects—Where to Find
Them 137 / Are Your Prospects Qualified? 145 / The Need for
Planning and the Maintenance of Adequate Records 148

## chapter 8 Approaching Prospective Customers Getting To Know You 155

Getting Off to a Good Start 157 / How to Gain the Attention of Your Customers 165

## chapter 9 Preparing and Presenting the Sales Message And Now... We Proudly Present.... 176

The Importance of Planned Sales Presentations 178 / Characteristics of Effective Presentations 179 / Types of Sales Presentations 185 / Problems, Problems, and More Problems 189

## chapter 10 Dramatizing, Showmanship, and the Use of Selling Aids

Step Right Up, Ladies and Gentlemen! 202

The Importance of Dramatic Demonstrations 204 / Positive Results of Showmanship 205 / The Use of Sales Aids 208 / The Use of Audiovisual Aids 213 / How to Deliver Effective Dramatizations 220

此为试读,需要完整PDF请访问: www.ertongbook.com

\_\_\_\_ix CONTENTS

## chapter 11 Overcoming Objections

No Thanks . . . My Business Is Different 228

Reasons Prospective Customers Object 229 / How to Overcome Objections 230 / Typical Buyer Objections 238 / Maintaining an Objections File 243

## chapter 12 Closing the Sale Which Would You Prefer? 250

Reasons for Closing Difficulties 251 / Recognizing Buying Signals 253 / Types of Closing Techniques 255 / The Critical Post-Sales-Interview Period 263

## part five THE IMPROVEMENT OF SALES EFFECTIVENESS 273

## chapter 13 Following up and the Maintenance of Goodwill We've Only Just Begun 275

The Follow-up 277 / Types of Follow-up Activities 278 / Warning Signs of Deteriorating Customer Relations 286 / The Importance of Goodwill 289

## chapter 14 Ethical Practices and Responsibilities of the Sales Force

But . . . I Was Only Following Orders 294

Ethics and the Salesperson 296 / Responsibility Toward Your Customers 297 / Sellers Beware—The Customer Has a Protective Shield 301 / Responsibility Toward Your Company 306 / Responsibility Toward Competitors 307 / Responsibility Toward Fellow Employees 308 / Responsibility Toward Society 310 / Responsibility Toward Yourself 312 / Responsibility Toward Your Family 315

## chapter 15 The Use of the Telephone in Selling Dialing for Dollars 321

The Advantages of Telephone Use in Selling 323 / When to Use the Telephone 326 / Shortcomings of Telephone Selling 339 / How to Make Effective Use of the Telephone 340 / Try AIDA on for Size 345

## chapter 16 Sales Promotion Activities A Salesperson's Selling Partners 350

What Is Sales Promotion Really Like? 352 / Sales Promotion Aimed at Company Salespeople 352 / Sales Promotion Aimed at Merchant Intermediaries 353 / Sales Promotion Aimed at Consumers 358 /

x	
CONTENTS	

Direct Mail and the Selling Process 358 / The Nature of Advertising and the Role of the Salesperson 372 Advertising 363 /

#### part six THE MANAGEMENT OF SALES ACTIVITIES 381

#### chapter 17 Planning and Organizing Sales Activities Next Week I've Got to Get Organized! 383

Managing Accounts and Territories 385 / The Management of The Salesperson as a Manager 402 Time 387 /

#### chapter 18 The Process of Sales Management When I Lead. You Follow . . . Please?

The Functions of the Sales Manager 409 / Recruiting and Selecting Training and Developing the Salesperson 423 / Salespeople 410 / Motivating the Sales Force 428 / Women, Minorities, and the Sales Manager 435

#### appendixes SPECIALIZED AREAS OF SELLING 445

#### appendix I The Essentials of Retail Selling 447

The Changing Face of Retailing 448 / Responsibilities and Opportunities for Retail Salespeople 449 / The Approach 450 / Making the Retail Sales Presentation 451 / Handling Objections 452 / Closing the Sale 452 / Postsale Service 453

#### appendix II Selling Real Estate 455

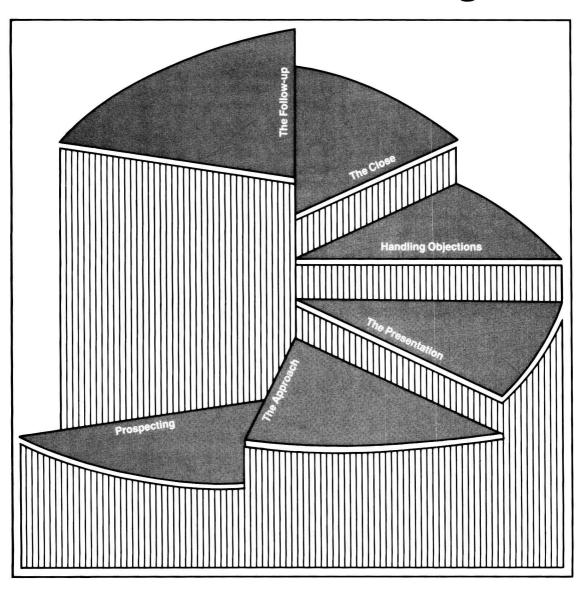
How Real Estate Selling Is Different 456 / What Skills and Traits Do You Need? 457 / The Real Estate Selling Process 458 / Postsale Activities 466

#### appendix III Selling in Foreign Markets 467

Glossarv 473 Index 489

## PART ONE

## The Nature of a Career in Selling



# The Significance and Benefits of Sales Activities

## What You Do Is Important!

#### THE UNIVERSALITY OF THE SALES PROCESS

 What Do We Mean—Selling? ● Are Salespeople Persuaders? ● Who Doesn't Sell?

## THE DIVERSITY OF THE SALES PROCESS IS SELLING REALLY NECESSARY?

- A Several-Trillion-Dollar Garbage Pile? The Marketing of Mousetraps. Times
   Have Changed. The Self-Reliance of Consumers. Needs Versus Desires.
   COSTS AND THE PROCESS OF SELLING
  - Greater Output Can Cost Less. Into the Publishing Business. Can Sales Activity Reduce Costs?

#### THE BENEFITS OF SALES ACTIVITY

Benefits to Society.
 Benefits to Consumers.
 Benefits to Business Firms.
 Benefits to the Salesperson.

#### WANTED—A BETTER IMAGE

There is no one who is not in some degree a merchant; who has not something to buy or something to sell.

Samuel Johnson

Everyone lives by selling something.

Robert Louis Stevenson

"Matchmaker, matchmaker, make me a match. Find me a find, catch me a catch. Matchmaker, matchmaker, look through your book, and make me a perfect match." These are the imploring words sung in the musical *Fiddler on the Roof* by Tzeitel, Hodel, and Chava about the village matchmaker, Yente, an energetic and persuasive old woman, who had assumed the responsibility for bringing together prospective mates. She was sort of a forerunner of today's computer dating services.

In a sense not intended to be negative, every salesperson is a matchmaker of sorts, assuming the responsibility for bringing parties together. Rather than busily matching potential spouses, however, the salesperson

## **OBJECTIVES**

Here's what you should be able to do after studying this chapter:

- Explain how everyone, regardless of occupation, engages in selling activities.
- 2. State why a highly developed and industrialized society requires a dynamic marketing process.
- 3. Describe how the selling process may actually reduce production costs and market prices of products.
- 4. Summarize how consumers, business firms, salespeople, and society in general can benefit from sales activities.
- 5. Discuss why the salesperson is one of the key individuals in determining the survival of a company.
- 6. Recognize the improved image that sales occupations have developed in recent years.

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