



Professional Selling

Sixth Edition

David L. Kurtz H. Robert Dodge



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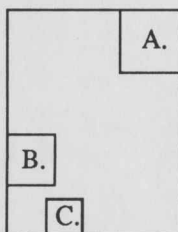
Sixth Edition

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The cover shows 3 categories of selling:

- A. Industrial
- B. Consumer Goods
- C. Services

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Professional Selling

TO THE IRWIN SALESFORCE . . .

True Sales Professionals!

Preface

The authors are delighted to introduce the sixth edition of *Professional Selling*. When we wrote the first edition back in 1976, we decided to emphasize the professionalism of personal selling. This orientation has been followed in each subsequent revision. The sixth edition is no exception.

Selling is one of society's most important professions in the 1990s. A terrific example of sales professionalism is the textbook representative from Richard D. Irwin, Inc., who presented this book to you.

This new edition continues the strengths of the previous editions. It explains what it is like to be a professional salesperson and explores different types of selling situations—industrial, retail, real estate, and insurance. The core of the text remains its logical presentation of the “nuts and bolts” of the sales process itself. Finally, readers will discover an easy-to-read and example-oriented writing style that has made *Professional Selling* a favorite with the nearly 100,000 students who have already used the book over the years.

Changes in This Edition

The new edition also introduces some changes in *Professional Selling*. In addition to a thorough updating, the following changes will be evident in this revision.

- First, the size of the book has been reduced by a chapter. The material on trends in selling has been moved to Chapter 2 rather than receiving separate chapter coverage as in previous editions.
- The major content change was the complete rewriting of Chapter 7 to reflect the growing competitive importance of establishing a relationship with the customer.
- The most significant pedagogical change is the listing of chapter objectives at the beginning of each chapter. A summary of how each of these objectives has been presented appears later in the chapter.
- The contemporary design introduced in the fifth edition is further enhanced in the sixth edition. The use of color enlivens the textbook and

highlights figures and illustrative materials. Each figure was reviewed and revised where necessary to add clarity and improve understanding. All figures are integrated into the text of the book.

- As with previous editions, the instructor's manual and test bank have been thoroughly revised, and ten additional multiple-choice questions have been added to each chapter.

We hope you like the new edition of *Professional Selling*. We would appreciate hearing your comments and suggestions. Dave Kurtz can be reached at the Department of Marketing and Transportation, University of Arkansas, Fayetteville, AR 72701. Bob Dodge can be reached at the Department of Marketing, Eastern Michigan University, Ypsilanti, MI 48197.

David L. Kurtz
H. Robert Dodge

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Finally, the authors would like to specifically note that *Professional Selling* is dedicated to the Irwin salesforce. Ladies and gentlemen, we appreciate your efforts.

D. L. K.

H. R. D.

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