



SELLING

Principles and Methods

Ninth Edition

Pederson ■ Wright ■ Weitz

SELLING

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Preface

We are going through a turbulent period in the business community. Domestic and international competition is increasing; firms are merging, acquiring other firms, and divesting divisions; new technologies are replacing traditional methods of conducting business relationships; products are becoming more complex; and customers are demanding more service, support, and lower prices.

These changes in the business environment indicate that salespeople will play an increasingly important role in business activity. Salespeople are ideally suited to help customers deal with complex problems and an uncertain environment. Few businesses will survive these turbulent times without an effective salesforce.

However, salespeople will need to develop greater skills to meet the challenges of this dynamic business environment. They will have to learn how to use lap-top computers, modern telecommunication, and the latest psychological and communication principles.

This edition emphasizes the excitement and rewards of selling careers. Twenty selling scenarios have been added to the text to illustrate the selling principles presented. In the scenarios, real salespeople talk about problems they confronted and how they used creative approaches to overcome these problems.

In addition, changes have been made in this edition to help future salespeople meet the challenges of our dynamic business environment. An additional chapter on adaptive selling (Chapter 7) has been added, and the discussion of communication principles related to adaptive selling has been expanded. More illustrations are provided of techniques for asking

questions, probing for information, and listening actively. Examples of interpreting nonverbal cues and using nonverbal communications are incorporated throughout the text.

In Chapter 17, a variety of new communication methods that make selling more effective are discussed. Telemarketing, direct mail, and telephone selling received more discussion.

This book is dedicated to Dr. Milburn D. “Mel” Wright who passed away before this edition was completed. While many changes have been made in this edition, the features that Mel and Bud Pederson emphasized since the first edition are preserved. The easy-to-read writing style is complemented by an attractive layout and useful illustrations. Actual business examples are used throughout the text, and a how-to approach is emphasized. These features have made Pederson, Wright, and Weitz an important vehicle for educating future salespeople over the last 37 years.

My family has a long tradition in selling. My grandfathers sold merchandise in their retail stores. My father traveled the Midwest selling overcoats to major retailers. He made a lot of friends among his customers and had a rewarding business career. My aunt Mollie sold high-fashion garments for Bonwit-Teller well past the traditional age of retirement. My uncles, Jack, Milton, and Paul, have all worked in sales for most of their lives. These family members have all reaped the rewards—both personal and financial—that come to effective salespeople.

None of my family members went to college. They did not even take selling courses. But times have changed. Colleges, universities, and community colleges are now the source of supply for sales trainees. It is vital that future sales representatives obtain a basic foundation of knowledge in the field of selling before they enter specific on-the-job training programs or establish their own sales organizations. The purpose of this book is to supply the educational materials and experiences that will prepare men and women for their entry into the exciting and rewarding field of selling.

We are indebted to many users of the previous editions for suggestions made to improve this revision. Special acknowledgment is due the following professors, who carefully reviewed the eighth edition and provided critiques on the text material and organization: Don McColum, Portland Community College; James Boespflug, Arapahoe Community College; Edward J. Mayo, Western Michigan University; Clyde E. Harris, Jr., University of Georgia; and William D. Henley, Auburn University.

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Barton Weitz

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I

The Field of Selling

Part I provides an introduction to the nature of personal selling. In Chapter 1, we define personal selling and discuss the role of personal selling in the firm's marketing program, the importance of personal selling to our society, the opportunities and rewards of selling careers, and the future of personal selling. Chapter 2 focuses on the duties and activities of sales representatives, while Chapter 3 emphasizes ethical and legal responsibilities.

1

Personal Selling: Its Nature, Its Role, and Its Rewards

Some questions answered in this chapter are:

- Why is selling an exciting and challenging job?
- What is selling?
- Why should someone learn about selling even if they do not plan on taking a selling job?
- What is the role of personal selling in a business firm? In society?
- What are the employment opportunities in selling?
- What are the rewards in a selling career?
- What are the future trends in selling?

This chapter focuses on the nature, role, opportunities, and rewards of personal selling. We will see what effect selling has on the development of the American economy and how important creative selling is to our future economic progress.