



美国商学院原版教材精选系列

PEARSON

现代销售学

创造客户价值

(第11版)

Selling Today

Creating Customer Value

Eleventh Edition

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出 版 说 明

为了适应经济全球化的发展趋势,满足国内广大读者了解、学习和借鉴国外先进管理经验和掌握经济理论前沿动态的需要,清华大学出版社与国外著名出版公司合作影印出版一系列英文版经济管理方面的图书。我们所选择的图书,基本上是已再版多次、在国外深受欢迎、并被广泛采用的优秀教材,绝大部分是该领域中较具权威性的经典之作。在选书的过程中,我们得到了很多专家、学者的支持、帮助和鼓励,在此表示谢意!

由于原作者所处国家的政治、经济和文化背景等与我国不同,对书中所持观点,敬请广大读者在阅读过程中注意加以分析和鉴别。

我们期望这套影印书的出版对我国经济科学的发展能有所帮助,对我国经济管理专业的教学能有所促进。

欢迎广大读者给我们提出宝贵的意见和建议,同时也欢迎有关的专业人士向我们推荐您所接触到的国外优秀图书。

清华大学出版社

英/双语教学的成功路径与商科英文原版教材的效用

(代序)

在我国高校,用英语或双语教授专业课程(以下简称:英/双语教学)始于改革开放引进热潮,历经30年,虽发展不快,仍在缓慢推进。20世纪80年代,改革开放后留学归来的教育界学者们不仅引进了各学科先进的研究成果,也随之引进了西方高校的教材。以清华大学出版社为领军的国内出版社适时地引进了西方优秀教材的影印版,推动了一些高校开始在专业课程中开展英/双语教学。2007年以来,国家教育质量工程专设的“国家高校双语教学示范课程建设点”的评定项目被视为政府教育发展的政策风向标,正有力地推动着高校英/双语教学的发展。

但对英/双语教学的必要性,我国高校内部一直争议不断。争议首先围绕着中国人用英语教学的必要性。在公认英语是目前世界通用语言的前提下,英/双语教学的必要性取决于我国高校师生是否有必要及时汲取世界最新的研究成果。答案是不言而喻的。况且英/双语教学省却了翻译过程,可以避免常见的信息减损和曲解问题。不过,信息发布者——教师的英语演讲能力和信息接收者——学生的英语解读能力不足又成为开展英/双语教学的障碍。因而常见的反对意见是,开展英/双语教学,课堂教学内容就会缩水,因为讲授者和听众都得花费精力和时间解译内容。如此看来,我国开展英/双语教学的高校教师必须应对挑战,洞察在我国现有条件下用英文原版教材开展英/双语教学的利和弊,并找到可行的扬长避短的路径。

在经济开放和全球化的大趋势推动下,我国中小学英语教学分量加重,英语普及程度逐年提高,高校新生的英语基础愈益扎实;教师的英语能力也随着师资的新陈代谢而日见增强。这一趋势无疑在为英/双语教学营造越来越有利的条件。尽管如此,不同于以英语为主要语言或官方语言的一些国家,英语在我国的普及率仍较低。在青少年中,英语的普及程度和英语应用能力还仅处于初级水平;高校中能用英语演讲的教师尚属少数,且熟练程度还有待大幅提高。这样的师生英语基础,使得英/双语教学面临巨大的挑战。

同时,在多数的中国高校课堂里,教学任务多被视为逐章讲解某本教材的内容。本土中文教材通常是400~500页的32开本,含理论框架、主要知识点、计算方法和习题,但案例和故事不在其中,多由教师在讲解时添加,以演示和诠释理论要点。迄今仍然普遍盛行的“填鸭式”、“满堂灌”的传统教学法侧重于传授知识,从多数评教指标可见,只要学生感觉教师讲得精彩、有条理、能解惑,就算教学成功。

而引进的国外教材篇幅通常较长,16开大本,500~800页。习惯于上述传统教学法和评价标准的人们自然会产生一个疑问:在有限的课时内,这么厚的教材,怎么讲得完?其实,发达国家多数高校对学生阅读量的要求远远大于我国高校(即使是中文课本和资料),名校更是如此。它们的教材不仅涵盖理论框架和基本概念,而且富含长短不一、详简各异的演示性案例、故事和大量习题,总之它便于学生自学。课堂讲解只占一半课时,其余课时常被用于师生讨论和互动。于是,教师的讲解主要是勾勒理

论框架,阐释重点和难点,还需针对事先布置的阅读资料和讨论题,引导学生展开讨论。可见,大厚本的教材适合于能力培训教学法。两者相辅相成,致力于调动学生的主动性:他们必须大量阅读和思考,才能在课堂上有上好的表现,真正成为学习的主人。结果,他们的能力获得了必要和切实的磨炼。

由此可见,英/双语教学不只是教学语言的改变,它可以达到三重效用:传授专业知识;传授英语知识;同时训练专业方法和英语的应用技能。也因此,一些非英语国家的高校不惜成本,开展英/双语教学,使用与之相配的教材。对我国高校来说,要想成功开展英/双语教学,恐怕首先需要改变传统的教育思想和教学方法。换言之,如果高校想要使教育、教学接近世界先进水准,用英文原版影印教材开展英/双语教学是有效的途径。

迄今为止,原版英文教材的缺点也很明显。鉴于发达国家的作者是以其母国为背景,多数教材不涉及中国国情。教师必须在教学中紧密结合中国国情,提供相关案例、资料和思考讨论题,适时引导师生思辨现有理论的普适性,激励师生发现和创作适合我国国情的经济学、管理学、营销学规律。在我国作者编写和出版足量的优质英文教材之前,这些额外的工作必须由开展英/双语教学的教师来承担。

古今中外,成才之士都乐于阅读和探索,而这种氛围却在当今我国的大学校园里愈见淡化。加之中国学生相对薄弱的英语基础,目前英/双语教学仍面临很大的挑战:“填鸭式”的讲授与之相悖;仅靠课堂讲授和互动也很难奏效。但如能培养学生阅读和探索真理的兴趣,并营造一个全方位的孵化温床或生态环境,英/双语教学是有望成功的。根据能力培育过程的所需,这个生态环境包含师生对教育、教学的共识,好学求知的校风,富有挑战和师生互动的课堂教学,从课外讲座、项目操作到校园竞赛等第二课堂活动,便于师生交流的校园互联网等。

要做到这些,教师亟待与时俱进。随着师资的年轻化和高学历化,如今年轻教师的英语基础更好。但逆水行舟,不进则退。英语能力的进退取决于使用频率的多寡,其实英/双语教学过程既是加强英语使用、提高英语能力,也是汲取世界新知的最佳机会。不过,这一过程通常比用汉语教学的付出大得多,且因学生也需成倍地付出,英/双语教学的课程不容易像汉语教学课程那样容易在短期内获得学生的好评。因此给予英/双语教学的教师足够的激励成为生态环境的首要组成部分;缺乏对教师的足够激励,上述英/双语教学的生态环境就无法营造。

诚然,在教育体制和环境不够理想的情况下,教师和学生仍然有个人自训和奋斗的条件。英语原版教材影印版在我国的出版和更新就是对英/双语教学的及时支持。清华大学出版社近期又有一批英文原版影印教材出版,相信必将更进一步推动英/双语教学的发展。如今,已有一些本土高校的教师与英语国家的教师合著英文教材;在可见的将来,还会有中国教师编写发行到世界各地的英文教材。总之,及时用好英文原版影印教材,编写优质的英文教材是我国高校教师的历史责任。

愿英/双语教学的师资队伍愈益壮大,愿英/双语教学更加有力地推动我国教学方法与国际接轨,愿我国高校各级学生在英/双语教学中受益良多,茁壮成长!

对外经济贸易大学
傅慧芬

Preface

More than 20 million people are involved in sales in the United States. Companies entrust this enormous work force with creating, building, maintaining, and fostering customer relationships. However, not all salespeople are well equipped to fulfill that important mission. As competition intensifies and transcends national borders, a salesperson who wants to have a successful career in the highly-rewarding selling profession must understand both the fundamentals of selling and new selling frameworks.

The rapidly changing market conditions and heightened customer's expectations require the salesperson to create and communicate a consistent and convincing concept of value at every step of the selling process. The creation and delivery of value is an expanded theme of this new edition.

The goal of each revision of *Selling Today: Creating Customer Value* is to develop the most practical and applied text available. The revision process begins with a thorough review of several hundred articles, books, and research reports. The authors also study popular sales training programs such as Conceptual Selling, SPIN Selling, Integrity Selling, and Solution Selling. These training programs are used by major corporations such as Microsoft, Marriott, Principal Financial Group, Wells Fargo Bank, UPS, SAS Institute, and Xerox Corporation. Of course, reviews and suggestions by professors and students influence decisions made during the revision process.

Building on Traditional Strengths

Selling Today: Creating Customer Value has been successful because the authors continue to build on strengths that have been enthusiastically praised by instructors and students. These strengths have resulted in *Selling Today* becoming the number one selling international book on personal selling. In addition to this new 11th U.S. edition, two Chinese editions, a Spanish, Croatian, Indonesian, and Canadian edition, and sales of the International Edition in 31 additional countries have proven the appeal of this book throughout the world.

Previous editions of *Selling Today* have chronicled the evolution of consultative selling, strategic selling, partnering, customer relationship management, and value-added selling. This edition provides new material on each of these important concepts.

1. **The four broad strategic areas of personal selling**, introduced in Chapter 1, serve as a catalyst for skill development and professional growth throughout the textbook. Success in selling depends heavily on the student's ability to develop relationship, product, customer, and presentation strategies. Salespeople who have achieved long-term success in personal selling have mastered the skills needed in each of these four strategic areas.
2. **The partnering era is described in detail.** A series of partnering principles is presented in selected chapters. Strategic alliances—the highest form of partnering—are discussed in detail.
3. **Value-added selling strategies are presented throughout the text. Salespeople today are guided by a new principle of personal selling: Partnerships are established and maintained only when the salesperson creates customer value.** Customers have fundamentally changed their expectations. They want to partner with salespeople who can create value, not just communicate it. Value creation involves a series of improvements in the sales process that enhance the customer's experience.
4. **Real-world examples**, a hallmark of our previous editions and continued in this edition, build the reader's interest and promote understanding of major topics and concepts. The new Reality Today Video Series features successful young salespeople providing real world examples of sales careers and presentations. Additional examples have been obtained from a range of progressive organizations, large and small, such as Whirlpool Corporation, UPS, Mutual of Omaha, Baxter Healthcare, Marriott Hotels, and Nordstrom.

5. **A three-dimensional approach to the study of ethical decision making.** One dimension is a chapter on ethics (Chapter 5) titled **Ethics: The Foundation of Relationships in Selling**, which provides a contemporary examination of ethical considerations in selling. The second dimension involves the discussion of ethical issues in selected chapters throughout the text. The authors believe that ethics in selling is so important that it cannot be covered in a single chapter. The third dimension is an exciting business game entitled **Gray Issues—Ethical Decision Making in Personal Selling**. Participation in this game provides students with an introduction to a range of real-life ethical dilemmas, and it stimulates in-depth thinking about the ethical consequences of their decisions and actions. Students play the game to learn without having to play for keeps.
6. **The Knowing-Doing Gap**, common in personal selling classes, is closed by having students participate in the comprehensive role-play/simulation featured in Appendix 3. Students assume the role of a new sales trainee employed by the Park Inn International Convention Center. Serving as an excellent capstone experience, students develop the critical skills needed to apply relationship, product, customer, and presentation strategies. New to the 11th Edition are three professionally produced videos titled **The Adaptive Selling Today Training Video Series**. These videos demonstrate important skills presented in the text.
7. Each chapter features the following boxed inserts:
 - **Selling Is Everyone's Business.** These real-world examples explain how selling skills affect the success of persons who do not consider themselves salespeople.
 - **Selling in Action.** These concise inserts feature contemporary issues in selling to keep the book users abreast of the latest developments.
 - **Global Business Etiquette.** These brief inserts provide practical tips on how to build global relationships. Each insert focuses on a different country.
 - **Customer Relationship Management with Technology.** These application exercises help the student learn how to use technology to add value to the sales process.
8. **A complete update** of key terms for selling appears in each chapter. These terms are boldfaced, defined in the text, and listed at the end of each chapter. An updated glossary appears at the end of the book for quick reference.
9. **End of chapter summaries are now organized into bullet points** corresponding to the key points that appear in the Chapter Preview of each chapter. These summaries provide students with a good review tool and the "big picture" of how the concepts and themes are related to one another.
10. In addition to role-play exercises and video case problems, we are proud to introduce the **Reality Selling Today Role-Plays**, a brand-new appendix featuring eight role-play scenarios. These role-play scenarios build on what students learned in the **Reality Selling Today Video** sales presentations and interviews. Eight detailed salesperson/customer role-play scenarios using the products and sales positions of the actual salespeople that appeared in the Reality Selling Today Videos are presented. Web sites of the companies the students will be using to role-play their sales presentations are supplied to learn appropriate amounts of product and company information. The Reality Selling Today Video interviews and sales presentations provide the necessary background and contextual information for students to use in both selecting the scenario and conducting the role-play. The Reality Selling Today Role-Plays are also specifically designed to prepare students for professional selling role-play competition at the annual college and university competitive event conventions (refer to <http://coles.kennesaw.edu/ncsc/> and <http://www.deltaepsilonchi.org/compevents/SRP.html> for more information).

Staying on the Cutting Edge: New to This Edition

Since our last edition, the business environment and research on professional selling have undergone significant changes. As active researchers, practitioners, and consultants in the field of selling, our primary goal is to provide an up-to-date and cutting-edge treatment of the field. At the same time, we painstakingly incorporate more “learning by doing” materials to equip students with hands-on experience that are not available—at least to our best knowledge—in any other books on the market. The 11th Edition of *Selling Today: Creating Customer Value* describes how sales professionals must cope with new forces shaping the world of sales and marketing, with a balanced blend of cutting-edge academic and practical materials. The most significant changes in the new edition include:

- The Adaptive Selling Today Model with a new professionally produced video series titled **The Adaptive Selling Today Training Video Series**.
- New Chapter Opening Vignettes and Case Problems featuring real salespeople with an extensive new video program titled **The Reality Selling Today Video Series**. Seven new 10 to 13-minute videos feature live interviews and sales presentations with young successful salespeople.
- A **New Selling in America** six-part documentary video series to help students understand the important role personal selling plays in our market oriented economy. This “first-ever sales documentary” series enhances the personal selling philosophy and career content of Chapters 1 and 2, as well as the contemporary selling concepts presented throughout the text. Stresses the importance of mock role-plays in learning how to sell.
- Replacement of the ACT! Contact Management Software with easy-to-use account-based **Salesforce.com** state-of-art CRM software—with an actual data base of 20 customers. A new unit on how to manage the complex multi-call prospecting and sale environment with account based CRM software is presented
- Eight new in-depth role-plays with **video support**, representing sales careers graduates are entering.
- New and extensive referencing of academic articles and research found in professional journals such as *Journal of Professional Selling and Sales Management*, *Journal of Marketing*, *Harvard Business Review*, etc.
- Extensive updating of all chapters with research and articles from trade journals such as *Selling Power*, *Value Added 21 Selling*, *Sales and Marketing Management*, and *The American Salesperson*, etc.

Highlights of other specific changes made to the chapters and the appendices include:

Chapter 1

- New Reality Selling Today chapter opener vignette, case problem, and video.
- New model for creating value in sales.
- New insight on challenge of aligning sales and marketing in large corporations.

Chapter 2

- Extensive revision and update of unit describing employment settings in service, business to business, and business to consumer selling.
- New material on B2B and B2C selling careers.

Chapter 3

- New Reality Selling Today chapter opener vignette, case problem, and video on relationship selling.
- New coverage of the ego/empathy theory on developing relationships in selling.

Chapter 4

- New, professionally produced video titled *Communication Styles: A Key to Adaptive Selling Today* for understanding the relationship side of Adaptive Selling. New application exercises for determining and adapting one's communication style to interact more effectively with customers and sales team members.
- New chapter title: Communication Styles, A Key to Adaptive Selling Today.
- New online Adaptive Selling Today assessment exercise and Web site for determining one's communication style—as well as the style of others.
- New information on how communication styles enhance the relationship element of Adaptive Selling.
- Introduces the Adaptive Selling “Platinum Rule.”

Chapter 6

- New chapter opener vignette and case problem on product selling strategies with an **enhanced live sales presentation and video interview of featured salesperson.**
- New coverage of the Salesperson's Value Proposition (SVP).

Chapter 8

- New Reality Selling Today chapter opener vignette, case problem, and video on the customer buying process.
- New coverage of the Customer Buying Center and the roles of the user, technical influencer, financial influencer, and the gatekeeper.
- New coverage on how the salesperson's sales process must mirror the customer's buying process.

Chapter 9

- New unit on Managing the Customer Database. This unit explains how account-based CRM systems are used today to effectively sell complex product solutions in multi-call and lifetime customer settings.
- New coverage on the use of highly sophisticated computerized prospect databases such as Salesgenie and OneSource.
- New coverage on using the “Center of Influence” method of prospecting.
- Introduction of the Sales Funnel, and how the sales funnel is used in the sales process for moving prospects successfully through the steps in the sales cycle.
- New **video coverage** of how CRM software is being used to manage and enhance the prospect database throughout the sales cycle.

Chapter 10

- New Reality Selling Today chapter opener vignette, case problem, and video on delivering the sales presentation
- New coverage on the pre-approach planning needed when sales teams are used.
- New coverage on how to use adaptive selling communications styles to approach individual members of the buying group.

Chapter 11

- New coverage on the use of questions throughout the Adaptive Sales Process—**with a high-quality professionally produced video titled *Questions! Questions! Questions!***
- New table explaining how a questioning strategy can reveal the customers' problems and pain being experienced, and the pleasure that can be expected from the salesperson's value proposition.

Chapter 12

- New coverage on using computers to enhance the product demonstration.

Chapter 13

- New Reality Selling Today chapter opener vignette, case problem, and video on negotiating methods.
- A new unit on Formal Negotiations explains the tactics used by buyers and the strategies used by salespeople to achieve win-win solutions.

Chapter 14

- **New high-quality professionally developed video titled *Ask for The Order (AFTO)* for teaching how to use Adaptive Selling closing questions to help the customer make an intelligent and informed buying decision.**

Chapter 17

- New Reality Selling Today chapter opener vignette, case problem, and video on sales management.
- New insights from the vice president of sales of a large global sales organization.
- New information on the use of personality testing for sales applicants.

New Appendix 1

- Appendix 1 is a new feature of the 11th Edition and it builds on what students learned in the **Reality Selling Today Video Series** sales presentations and interviews. Eight detailed salesperson/customer role-play scenarios using the products and sales positions of the actual salespeople that appeared in the Reality Selling Today Videos are presented. Web sites of the companies the students will be using to role-play their sales presentations are supplied to learn appropriate amounts of product and company information. The Reality Selling Today video interviews, sales presentations, chapter opening vignettes, and case problems provide the necessary background and contextual information for students to use in both selecting the scenario and conducting the role-play. Specific customer role-play instructions are supplied in the instructor's manual.

Organization of this Book

The material in *Selling Today* continues to be organized around the four pillars of personal selling: relationship strategy, product strategy, customer strategy, and presentation strategy. The first two chapters set the stage for an in-depth study of these strategies. The first chapter describes the evolution of personal selling, and the second chapter gives students the opportunity to explore career opportunities in the four major employment areas: services, retail, wholesale, and manufacturing.

Research indicates that high-performance salespeople are better able to build and maintain relationships than are moderate performers. Part 2, Developing a Relationship Strategy, focuses on several important person-to-person relationship-building practices that contribute to success in personal selling. Chapter 3 is entitled Creating Value With a Relationship Strategy, and Chapter 4 is entitled Communication Styles: A Key to Adaptive Selling. Chapter 5 examines the influence of ethics on relationships between customers and salespeople.

Part 3, Developing a Product Strategy, examines the importance of complete and accurate product, company, and competitive knowledge in personal selling. A well-informed salesperson is in a strong position to configure value-added product solutions for complex customer's needs.

Part 4, Developing a Customer Strategy, presents information on why and how customers buy and explains how to identify prospects. With increased knowledge of the customer, salespeople are in a better position to understand complex customer's wants and needs and create customer value in the multi-call, lifetime customer settings.

The concept of a salesperson as advisor, consultant, value creator, and partner to buyers is stressed in Part 5, Developing a Presentation Strategy. As in the 10th Edition, emphasis is placed on the need-satisfaction presentation model. Part 6 includes two chapters: Opportunity Management: The Key to Greater Sales Productivity and Management of the Sales Force.

The new edition features two new appendices. Appendix 1, The Reality Selling Today Role-Plays, includes six role-play scenarios that provide students with the opportunity to, of course, sell. Appendix 2 details how to use the CRM Software, Salesforce.com. Appendix 3, which appeared in the 10th Edition, is a simulation that allows students to integrate and apply what they have learned from this textbook in all four strategic areas of personal selling.

A Special Note to Students on How to Use the Book

This 11th Edition of *Selling Today* has several new features that distinguish it from other texts. Here we offer students of sales a few tips to make the most out of the materials presented in the new edition.

Selling is fun. That does not mean it is easy to close a deal. Each chapter in this new edition has been reorganized with the sole goal of providing you with a systematic summary of key concepts related to the topic area and ample application exercises. While there are different ways you can approach the text, we believe it is most effective to start each chapter with a concrete understanding of how the chapter fits into the big picture of selling through value creation, the overriding theme of this textbook. In this regard, we have extensively revised and updated the chapter previews, chapter summaries, key terms, review questions, and cross references the chapters to assist you in integrating key concepts.

Practice makes perfect. We have created numerous role-play exercises that resemble real-life selling situations and CRM software application to provide you with hands-on experience. From our experience, some students may dismiss these exercises as easy. Try one of the exercises, and you will see how these students cannot be more wrong. Do not get us wrong. The exercises are not that difficult, but we do inject a great deal of reality into them to make them complex enough to provide you with the opportunity to hone your selling skills. So, practice them with a friend, a family member, or in front of a mirror. Use your computer to learn the CRM software.

Finally, observe, analyze, and think about your encounter with salespeople in your everyday life, using the concepts and themes you have learned from the text. Think about how those salespeople sell to you, or how you would do it differently if you were them.

We encourage you to write to us regarding your experience with this new edition.

Selling Today Supplements

Salesforce.com CRM Software New to the 11th Edition is free access to the state-of-the-art CRM software Salesforce.com. The Software will include a preloaded prospect database of 20 customers who are in various stages of the buying process. Student completing these self-instructional exercises will be familiar with the functionality of the Salesforce.com Software, plus they will have “hands-on” application experience of CRM with the buying and selling process.

Companion Website (www.pearsonhighered.com/manning) offers students valuable resources including an Internet Study Guide for review purposes; an online assessment tool for better understanding one’s own, as well as the adaptive selling communication style of others; sales literature and support materials for completing Appendix 3; as well as materials for use with the salesforce.com CRM Software that accompanies the textbook.

The Search for Wisdom in the Age of Information

The search for the fundamental of personal selling has become more difficult in the age of information. The glut of information (information explosion) threatens our ability to identify what is true, right, or lasting. The search for knowledge begins with a review of information, and wisdom is gleaned from knowledge. Books continue to be one of the best sources of

wisdom. Many new books, and several classics, were used as references for the 10th Edition of *Selling Today*. A sample of the more than 40 books used to prepare this edition follows:

- A Whole New Mind* by Daniel H. Pink
- Business Ethics* by O. C. Ferrell, John Fraedrich, and Linda Ferrell
- Blur: The Speed of Change in the Connected Economy* by Stan Davis and Christopher Meyer
- Close the Deal* by Sam Deep and Lyle Sussman
- Complete Business Etiquette Handbook* by Barbara Pachter and Marjorie Brody
- Effective Human Relations—Personal and Organizational Applications* by Barry L. Reece and Rhonda Brandt
- First Impressions—What You Don't Know About How Others See You* by Ann Demarais and Valerie White
- Hug Your Customers* by Jack Mitchell
- Integrity Selling for the 21st Century* by Ron Willingham
- Keeping the Funnel Full* by Don Thomson
- Marketing Imagination* by Ted Levitt
- Marketing—Real People, Real Choices* by Michael R. Solomon, Greg W. Marshall, and Elnora W. Stuart.
- Megatrends* by John Naisbitt
- Personal Styles and Effective Performance* by David W. Merrill and Roger H. Reid
- Psycho-Cybernetics* by Maxwell Maltz
- Questions—The Answer to Sales* by Duane Sparks
- Rethinking the Sales Force* by Neil Rackham and John R. DeVincentis
- Re-Imagine! Business Excellence in a Disruptive Age* by Tom Peters
- Self Matters* by Phillip C. McGraw
- SPIN Selling* by Neil Rackham
- SPIN Selling Fieldbook* by Neil Rackham
- Strategic Selling* by Robert B. Miller and Stephen E. Heiman
- The 7 Habits of Highly Effective People* by Stephen R. Covey
- The Customer Revolution* by Patricia Seybold
- The Double Win* by Denis Waitley
- The New Conceptual Selling* by Stephen E. Heiman and Diane Sanchez
- The New Professional Image* by Susan Bixler and Nancy Nix-Rice
- The New Solution Selling* by Keith M. Eades
- The Power of 5* by Harold H. Bloomfield and Robert K. Cooper
- The Sedona Method* by Hale Dwoskin
- The Speed of Change in the Connected Economy* by Stan Davis and Christopher Meyer
- The Success Principles* by Jack Canfield
- Value-Added Selling* by Tom Reilly
- Working with Emotional Intelligence* by Daniel Goleman
- Zero-Resistance Selling* by Maxwell Maltz, Dan S. Kennedy, William T. Brooks, Matt Oechsli, Jeff Paul, and Pamela Yellen

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