

Preface

Welcome to the Third Canadian Edition of *ABC's of Relationship Selling through Service!*

In this edition of the textbook, the title includes the word *Service*. *Service* refers to making a contribution to the welfare of others. Why? It is time to make the bold statement that salespeople exist to help others. It should become apparent in this text that the provision of good service by professional salespeople serves to add value to the customer's experience. There is still some work to be done to correct the image of the sales professional. We can accomplish this by illustrating the wonderful things professional salespeople do. This edition emphasizes helping others through the use of empathy. This sales philosophy is based upon treating others respectfully, with a deep understanding of—and concern for—your customer's needs.

This edition of *ABC's of Relationship Selling through Service* was driven by expert reviewers. Teaching professionals have contributed greatly to the foundation of this text. The authors have worked diligently to incorporate the suggestions of many sales educators. This has resulted in several changes to the text, including a change in chapter sequencing as well as many welcome topic additions. Believing, as many do, that ethical behaviour is becoming paramount in modern business practices, the topic of ethics has been moved to a more prominent place in the text, with coverage taking place long before sales techniques are discussed.

It is the goal of this Third Canadian Edition to give students the up-to-date information they need to compete in today's fast-paced, competitive, and increasingly electronic marketplace. *ABC's of Relationship Selling through Service* is written by salespeople turned teachers. The authors have many years of experience applying the concepts discussed in this text. Over the years, selling has been taught to many thousands of college students, businesspeople, and industry sales personnel, developing and using the strategies, practices, and techniques presented in this textbook. Every day, time is spent interacting with professional salespeople and sharing insights with colleagues and students. This book is the result of these experiences.

The *ABC's* Approach

The *ABC's of Relationship Selling* was conceived as a method of providing ample materials that allow 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, it provides students with a guide to use in preparing sales presentations and role-playing exercises.

The Philosophy Behind This Book

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

We *do* feel a salesperson should have an assortment of selling skills and should be very knowledgeable, even an expert, in the field. Based on the situation, the salesperson determines the appropriate actions to take for a particular prospect or customer. No matter what the situation, however, the basic fundamentals 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, a solution provider, and an adviser to the customer. If the customer has no need, the salesperson should accept that 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 we know believe that once they determine the customer is going to buy someone's product—and that their product will satisfy that customer's needs—it is their job to muster all their energy, skill, and know-how to make that sale. That is what it's all about!

Basic Organization of the Book

We have worked hard to ensure this edition of *ABC's of Relationship Selling through Service* will provide students with the basic foundation for understanding all of the major components of selling. The chapters in the text are divided into four parts:

- ***Selling as a Profession***. Emphasizes the history, careers, 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 Relationship Selling***. This section presents the nuts and bolts of effective communication and the important elements of buyer behaviour, and also presents the

background information salespeople use to develop their sales presentations.

- **The Relationship Selling Process.** At the heart of this book, this part covers the entire selling process from prospecting to follow-up. State-of-the-art selling strategies, practices, and techniques are presented in a “how-to” fashion.
- **Keys to a Successful Selling Career.** The importance of the proper use and management of one’s time and sales territory is given thorough coverage as well as an exploration of different types of sales jobs.

Text and Chapter Pedagogy

Many reality-based features are included in this Third Canadian Edition to stimulate learning. One major goal of this book is to offer better ways to convey sales knowledge to the reader. To do this, the text includes numerous special features:

Sales Success Stories. New to this edition, each Part opens with a success story of a Canadian college or university graduate who has gone on to succeed in professional selling. This will show readers that there is indeed light at the end of the tunnel.

Chapter Topics and Objectives. Each chapter begins with a clear statement of learning objectives and an outline of major chapter topics. These devices provide an overview of what is to come and can also be used by students to see whether they understand and have retained important points.

Sales Challenge/Solution. The text portion of each chapter begins with a real-life challenge that sales professionals face. The challenge pertains to the topic of the chapter and will heighten students’ interest in chapter concepts. The challenge is resolved at the end of the chapter, where chapter concepts guiding the salespersons’ actions are highlighted.

Making the Sale. These boxed items explore how salespeople, when faced with challenges, use innovative ideas to sell.

Selling Tips. These boxes offer the reader additional selling tips for use in developing their role-plays.

Sales Application Learning Exercises. At the end of appropriate chapters, this multi-part, sequential exercise guides students through the process of preparing an effective sales presentation.

Exhibits. Many aspects of selling tend to be confusing at first. “What should I do?” and “How should I do it?” are two questions frequently asked by students in developing their role-plays. To enhance students’ awareness and understanding, many exhibits have been included throughout the book. These exhibits consolidate key points, indicate relationships, and visually illustrate selling techniques.

Chapter Summary and Application Questions. Each chapter closes with a summary of key points to be retained. The application questions are a complementary learning tool that enables students to check their understanding of key issues, to think beyond basic concepts, and to determine areas that require further study. The summary and application questions help students discriminate between main and supporting points and provide mechanisms for self-teaching.

Key Terms for Selling/Glossary. Learning the selling vocabulary is essential to understanding today’s sales world. This is facilitated in three ways. First, key concepts are boldfaced and completely defined where they first appear in the text. Second, each key term, followed by the page number where it was first introduced and defined, is listed at the end of each chapter. Third, a glossary summarizing all key terms and definitions appears at the end of the book for handy reference.

Ethical Dilemma. These challenging exercises provide students an opportunity to experience ethical dilemmas faced in the selling job. Students should review Chapter 2’s definition and explanation of ethical behaviour before discussing the ethical dilemmas.

Further Exploring the Sales World. These projects ask students to go beyond the textbook and classroom to explore what’s happening in the real world. Projects can be altered or adapted to the instructor’s school location and learning objectives for the class.

Cases for Analysis. Each chapter ends with brief but substantive cases for student analysis and class discussion. These cases provide an opportunity for students to apply concepts to real events and to sharpen their diagnostic skills for sales problem solving.

What’s New in This Edition?

In addition to updating a wide selection of cases, boxed features, exercises, and problem material throughout the text, this Third Edition of *ABC’s of Relationship Selling through Service* has introduced a number of topics and reorganized the text by switching Chapters 2 and 14 to aid in comprehension and ease of use.

A new feature in the text is the Student Success Story found on the Part openers. This feature profiles a previous sales student who is now working successfully in the field and details their entry into the job market, what they found most useful about their education, and tips for success.

Also new to this edition is a visual that appears near the beginning of several chapters throughout the text. A thermometer that outlines the sales process gradually heats up as the student covers the material in the text and moves closer to closing the sale.

Another important change in this edition is the increased presence of the Canadian Professional Sales Association (CPSA). This organization is leading the way for Canadian salespeople, offering many benefits and educational opportunities for its members. This text includes information about the CPSA including its Code of Ethics as well as up-to-date descriptions and salary information for different kinds of sales professionals in Canada.

Other expanded material includes areas such as non-financial rewards, new checklists and visuals, and improved coverage of trial closing.

A number of new Sections and Topics also have been introduced, including:

- Types of Sales Employment (Chapter 1)
- Face-to-Face with Your Business Buyer (Chapter 3)
- Social Style Theory (Chapter 3)
- Business-to-Business Buying Situations (Chapter 3)
- Communication through Appearance and the Handshake: Look the Part, General Appearance Tips, Special Tips for Men, Special Tips for Women (Chapter 4)
- Communication Styles (Chapter 4)
- Netiquette for Sales Professionals (with checklist) (Chapter 4)
- Selling Tips: Nine Steps to Becoming a Better Listener (Chapter 4)
- Position Your Product with a Unique Selling Proposition (Chapter 5)
- Planogram Software (Chapter 5)
- Prospecting: Motive, Means, and Opportunity (Chapter 6)
- Real Examples of Prospecting Methods (Chapter 6)
- Lists and Directories for Prospecting (including examples) (Chapter 6)
- Group Presentation Checklist (Chapter 8)
- New Approaches Checklist (Chapter 8)
- Needs Analysis: How to Determine Important Buying Needs (including a new subsection: Needs Analysis by E-Mail) (Chapter 8)
- Cross-Selling (Chapter 9)
- Dealing with Difficult Customers (Chapter 10)
- Negotiating a Win–Win Outcome (Chapter 10)
- Assertiveness (Chapter 11)
- Post-Call Analysis (Chapter 12)
- Cross-Selling during the Follow-Up (Chapter 12)
- RFPs—Request for Proposals (Chapter 14)

Teaching and Learning Supplements

ACT! Express Software, included with every copy of *ABC's of Relationship Selling through Service*, is a free demonstration version of *ACT! Express*, a tool that will help students effectively manage contacts and make the most of their interactions with prospects, customers, clients, vendors, and suppliers. Appendix A, on page 409, also leads students through a Personal Selling Experiential Exercise using the *ACT! Express* software.

The Instructor's CD-ROM contains all the necessary instructor supplements, including:

- Computerized Test Bank allows instructors to select and edit test items and add their own questions. Various versions of each test can be custom printed.
- Test Bank in Rich Text Format
- Microsoft® PowerPoint® Presentations
- The *Instructor's Manual* loaded with ideas on teaching the course, chapter outlines, and answers.



Videos—featuring segments to accompany each Part in the text. Accompanying teaching notes are available from the Online Learning Centre.



Online Learning Centre—the text's Online Learning Centre includes role-plays, videos, a glossary, multiple choice questions, true/false questions, and internet exercises, as well as problem-solving exercises. Also included are Key Terms and topics.

Visit www.mcgrawhill.ca/college/futrell.



Your Integrated Learning Sales Specialist is a McGraw-Hill Ryerson representative who has the experience, product knowledge, training, and support to help you assess and integrate products, technology, and services into your course for optimum teaching and learning performance. Whether it's how to use our test bank software, helping your students improve their grades, or how to put your entire course online, your *iLearning Sales Specialist* is there to help. Contact your local *iLearning Sales Specialist* today to learn how to maximize all McGraw-Hill Ryerson resources!



McGraw-Hill Ryerson offers a unique *iServices* package designed for Canadian faculty. Our mission is to equip providers of higher education with superior tools and resources

required for excellence in teaching. For additional information, visit www.mcgrawhill.ca/highereducation/iservices.



Page Out—make your own custom, online course with this free McGraw-Hill Ryerson course management product. Talk to your *iLearning Sales Specialist* to find out more.



Content Cartridges are also available for course management systems, such as WebCT and Blackboard. These platforms provide instructors with user-friendly, flexible teaching tools. Ask your *iLearning Sales Specialist* for details.



Through McGraw-Hill Ryerson’s custom publishing division, **Primis**, instructors are able to select cases to accompany *ABC’s of Relationship Selling through Service* in a number of ways. Create your own case set, or browse the selection of cases that correspond to the chapter material. Contact your McGraw-Hill Ryerson *iLearning Sales Specialist* for more information.

Acknowledgements

I would like to recognize the many people who knowingly, and perhaps unknowingly, contributed to the content, philosophy, and underlying foundation of this textbook.

To the professionals at McGraw-Hill Ryerson, I thank you for your encouragement and commitment to seeing this project through. Most readers of this text will never know the number of people involved with bringing a textbook to print. Despite this, things were always organized, deadlines were met, and in the end—it got done! My Developmental Editor, Suzanne Simpson Millar, sent just enough e-mails to provide me with that gentle reminder that a deadline was looming, which for the most part kept this project on schedule and on task.

To all those who have helped shape my selling philosophy, I thank you. Over the years, there has never been a shortage of people willing to discuss the selling profession with me. Thanks must go to my many “sales friends” for their advice, views, and observations: Marty Legein and Dennis Hall, self-employed sales professionals; Bill Lucas, Professor of Marketing at Mohawk College; and the many sales professionals who helped develop the Post-Diploma Sales and Management Program at

Mohawk College. These people were generous in passing their knowledge on to me—and ultimately, through this textbook, to you as well.

A special thank you must go to the thousands of students I’ve taught over the years at Mohawk College. They were always willing to share their attitudes, opinions, and experiences with me when it came to a discussion of the field of professional selling. And despite their initial reluctance, many of them went on to enjoy very lucrative careers in sales. To them I say: “I told you so.”

To my wife and children, Bernice, Mark Jr., Gillian, and Lauren. Thank you for your support and patience over the many months of evenings that I spent on the computer.

I would like to dedicate this edition of *ABC’s* to the late Ian Spencer, Professor Extraordinaire of Marketing at Saint Francis Xavier University. Ian introduced me to my sales/education career and served as an inspiration to me throughout my teaching career.

Special appreciation must also go to the many reviewers who provided their thoughtful insights and recommendations throughout the writing of this edition—your many comments were more instrumental than you know in shaping this edition. There are diverse views on how a sales text should read. We worked hard trying to find that happy medium, which would be acceptable by all. Thank you to:

- Richard Appleby, Okanagan College
- K. W. Brightling, Fanshawe College
- Jack Brown, Georgian College of Applied Arts & Technology
- Dwight Dyson, Centennial College
- Alan Frank, Southern Alberta Institute of Technology
- Marina Jaffey, Camosun College
- Steve Janisse, St. Clair College
- Philip Jones, Algonquin College
- Peter Jurczak, Humber College
- Sandy Kalb, Ryerson University
- Deborah Lawton, University College of the Cariboo
- Bill Lucas, Mohawk College of Applied Arts & Technology
- Frank Maloney, George Brown College
- Randy Singer, British Columbia Institute of Technology
- Padma Vipat, Douglas College

Mark Valvasori
Mohawk College