

PREFACE

Fundamentals of Selling, thirteenth Edition, Is Excitement!

Excitement! Never have I been as excited about a revision of *Fundamentals of Selling* as I am about the thirteenth edition. Why? While teaching a recent personal selling class of senior marketing majors, it dawned on me that students could memorize the chapter materials but did not know how the entire presentation should be constructed until after their final role-plays at the end of the course. From the first day of class, it was weeks until we started discussing role-plays. The thirteenth edition of *Fundamentals of Selling* helps change this so that students are introduced to the interaction of the sales process components in Chapter 1.

There Is Much New about *Fundamentals of Selling* thirteenth Edition

One aspect that makes this edition of *Fundamentals of Selling* new is the rearrangement of the discussion of the selling process, explaining selling situations faced and how to react to them. Also important are the changes to many of the main PowerPoints and sections of the Instructor's Manual. Your students will need to use this edition, not a previous one.

Examples of What's New

- Compare the end of Chapter 1 of this edition with the text's last edition. You will see changes in the selling process such as this throughout the book. This greatly improves the learning experience. Selling scenarios have been added to show students the interactions of the various steps of the selling process—as in Chapter 1.
- Discussion of the Golden Rule of Selling has been expanded in all 17 chapters.
- Determining personality style and adaptive selling based upon a buyer's style has been moved from Chapter 4 to Chapter 5 on communication.
- Presenting to current customers, not only to prospects, has been emphasized throughout the book.
- Chapter 9 has a seven-page expansion of the discussion of the selling process with examples of sales calls that illustrate how the elements of the sales presentation work together. Emphasis on the difference between a distributor and a wholesaler and the importance of correctly interpreting nonverbal communication to read a buyer's mind have been added to this chapter.

- Two role plays that can also be used as cases.
- A new 10-step model has been added with an example of how to close more than once and what to do if the prospect/customer does not buy.
- Student role-plays of a job interview with the student getting the job and then selling the organization's product involved in the Sell Yourself exercise or any of the cases at the end of the book. I do this. Students love it! Videos are provided to show students selling in an interview situation and selling products. A few people use the Sell Yourself exercise for their main role-play rather than have students sell a product to a buyer.
- Role-plays at the end of the book have been reworked to make it easier for the instructor and the student to explain and construct the sales presentation. They can be used as cases, especially the two cases X dot (A) and (B).
- Cases can have been made more straightforward. Some cases can be used as role-plays.
- Materials have been created to help the instructor who is teaching the course for the first time, the professor changing textbooks, as well as the seasoned veteran who has taught the course 20 or more times.
- Significant improvements have been made to this thirteenth edition of *Fundamentals of Selling*. As possibly the textbook with the largest market share, one reason for its success is that it trains readers on a specific, yet generic, step-by-step selling process that is universal in nature. The selling process can be used in selling any type of good or service in any situation—business-to-business, consumer, group, retail, resellers, phone, anywhere where buyer and seller come together.
- Students will find it easy to create their class project sales presentation role-play because of knowing what to do first, second, third, and so on.
- Arguably, no other personal selling textbook presents the sales process in such an organized, comprehensive manner—from planning the approach to closing and follow-up for exceptional customer service, all within an ethical framework.

Obtaining new customers and retaining present ones are the main challenges of salespeople. Increase in sales and profits is up to the sales personnel—the people who represent their employers through interacting with present or prospective customers. Sales professionals strive to create a long-term business

relationship, which implies that personal relationships with clients are formed. Consumers want to buy from someone who cares about their needs. People do business with the people they trust, and they trust the people they know.

A megatrend in today's business world involves going to extreme efforts to meet consumer needs. Organizations cannot afford to lose customers. It is always easier to sell to a satisfied customer than an unsatisfied one. The cost of acquiring a new customer is higher than keeping a present customer.

This textbook focuses on taking care of the customer through exceptional customer service. Service means making a contribution to the welfare of others. Salespeople exist to help others.

More New Additions, Expansions, and Reexaminations to this Edition

Using this textbook each year in my sales classes has resulted in a constant study of the text by students who provide feedback on its content. Present users of the textbook have offered detailed critiques providing direction for revision of the book, as have the reviewers noted in the Acknowledgments. For this edition, I carefully reread the book to ensure that the text better reflects my thoughts and ideas on the subject. The relationships and interactions in the various steps of the selling process have been carefully examined to form a more seamless flow from one chapter to the next, and special emphasis is placed on the importance of ethical behavior in working with prospects and customers.

Scores of sales personnel in the industry today comment on how this textbook reflects what they do on sales calls with prospects and customers. The goal of *Fundamentals of Selling* has always been to demonstrate to students the order of steps within the selling process; provide numerous examples of what should be in each step; and explain how the steps within the selling process interact with one another. If students understand the sales system by the end of the course, the class has successfully contributed to their education.

More Examples of New Additions

Fundamentals of Selling is a market leader in sales classes worldwide, and its materials can be found in four international versions. Numerous sales trainers around the globe use our selling process to prepare their salespeople.

The Uniqueness of *Fundamentals of Selling*

The appendix to Chapter 1, "The Golden Rule of Personal Selling as Told by a Salesperson," reveals this textbook's unique central focus—serving others unselfishly. To aid in this message, the acclaimed worldwide Golden Rule was incorporated in order to stress treating others as you would like to be treated in the marketplace and workplace.

The textbook's foundation is based on service. Its cornerstone is love (caring) for others. *Fundamentals of Selling's* values are supported by the pillars of an organization's—and individual's—integrity, trustworthiness, and character (see Exhibit 3.7). The center of business and personal life revolves around personal interactions; as a result, a theme of this textbook is that ethical service, based upon truth between people, builds strong long-term relationships.

Fundamentals of Selling seeks to prepare people for the 21st century's demand for moral and ethical treatment—a universal declaration for human rights. It is a calling for a higher standard than what previously exists in many organizations worldwide. The General Assembly of the United Nations has proclaimed that humans possess reason and conscience and should act toward one another in a spirit of brotherhood. Organizations should not be engaged in war within the marketplace, but committed to serving humankind.

Many people seem to separate their personal life from their business life. Some individuals, when entering the business world, tend to follow the example of others to generate sales. The use of this textbook in your classroom may provide some students with a final opportunity to discuss how to enter the rat race without becoming a rat.

***Fundamentals of Selling* Approach**

Fundamentals of 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. I do not advocate one way of selling as the best route to success! There are many roads to reaching one's goals.

I *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, 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, 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 I know feel that once they determine that 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!

It is my sincere hope that after the reader has studied this book, he or she will say, "There's a lot more to selling than I ever imagined." I hope many people will feel that this material can help them earn a living and that selling is a great occupation and career.

At the end of the course, I hope all the students will have learned how to prepare and give a sales presentation by visually, verbally, and nonverbally communicating their message. I know of no other marketing course whose class project is so challenging and where so much learning takes place.

Finally, I hope each student realizes that these new communication skills can be applied to all aspects of life. Once learned and internalized, selling skills will help a person be a better communicator throughout life.

Basic Organization of the Book

The publisher and I worked hard to ensure that *Fundamentals of Selling* would provide students with the basic foundation for understanding all major aspects of selling. The 17 chapters in the text are divided into four parts:

- **Selling as a Profession.** Emphasizes the history, career, 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.** 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.
- **Managing Yourself, Your Career, and Others.** The importance of the proper use and management of one's time and sales territory is given thorough coverage. Two chapters cover the fundamentals of managing salespeople. For many students, this is their only exposure to what a sales manager does in this challenging job.

Special to This Edition

Ethics Emphasized. Unselfish and ethical service to the customer underscores the Golden Rule of Personal Selling—a sales philosophy of unselfishly treating others as you would like to be treated without expecting reciprocity. This is how you build long-term relationships with customers.

The Golden Rule Icon. The Golden Rule icon appears in each chapter to help reinforce the Tree of Business Life. The combination of the Golden Rule and the "Tree" guidelines for business and selling forms the core theme of this textbook. Unselfishly treating prospects/customers as you would like to be treated without expecting something in return results in ethical service that builds true long-term relationships. If you think about it, this is how you build true personal friendships. Why not build your business relationships on this rock?

Video Cases. Cases 3.1, 3.2, 5.3, 6.5A, 8.3, 11.3, 13.4, and 14.3 can be used independently or with eight of the videos accompanying this book. Each of the eight cases highlights a tough ethical dilemma often faced by sales personnel in today's competitive marketplace. Use any or all of these cases to emphasize ethics in your sales class.

Sales Call Role-Plays and ProSelling Videos. All four of the role-plays in Appendix A of this book have videos created incorporating our selling process. The two people featured in the role-plays completed my selling course. The professional selling materials in Chapters 8, 9, 10, 11, 12, and 13 do a great job in illustrating. Actually used in my classes by hundreds of students, these role-plays are created from information used by today's top sales forces.

Sell Yourself on a Job Interview. This all-time favorite role-play is in Appendix B with other experiential exercises. For years I have used this student pleaser in both my personal selling and sales management classes. When students see themselves on video, they quickly realize what needs to be done for a professional interview. You have to try this exercise one time!

Student Application Learning Exercises (SALES). Chapters directly related to creating the role-play have SALES that aid students in better understanding how to construct this popular class project. These were first used in my classes in the fall of 1997. Students unanimously felt they were great in helping them correctly construct their role-plays. SALES appear at the end of Chapters 4, 6A, 8, 10, 11, 12, and 13.

Sales Careers. Career information has been expanded throughout so students will better understand that there are sales jobs in all organizations—business, service, and nonprofit.

Selling Experiential Exercises. These end-of-chapter exercises help students better understand themselves and/or the text material. Many can be done in class or completed outside and discussed in class.

Selling Globally Appendix. Many of these were written by friends and colleagues from countries around the world. They are at the back of the book.

Technology in Selling. A central theme within each chapter shows the use of technology and automation in selling and servicing prospects and customers.

Text and Chapter Pedagogy

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

Photo Essays. The book features many photographs accompanied by captions that describe sales events and how they relate to chapter materials.

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 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.

Artwork. 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 the definition and explanation of ethical behavior in Chapter 2 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.

As you see, the publisher and I have thoroughly considered how best to present the material to readers for maximizing their interest and learning. Teacher, reviewer, and student response to this revision has been fantastic. They are pleased with the readability, reasonable length, depth, and breadth of the material. You will like this edition better than the previous one.

The cases can also be used as role-plays and vice versa. Here you may use this textbook for a sales management and/or personal selling class.

Teaching and Learning Supplements

McGraw-Hill/Irwin has spared no expense to make *Fundamentals of Selling* the premier text in the market today. Many instructors face classes with limited resources, and supplementary materials provide a way to expand and improve the students' learning experience. Our learning package was specifically designed to meet the needs of instructors facing a variety of teaching conditions and for both the first-time and veteran instructor.

Professor Futrell—Your Number One Resource. Contact me anytime with questions, comments, or just to say "hello." Numerous instructors, students, and industry sales trainers worldwide contact me each year. If you are teaching the course, especially for the first time, and want me to look over your syllabus, I am here to serve.

ProSelling Videos. Several hours of student role-plays, exercises, examples of selling techniques, and industry sales training programs show students how to prepare their own role-plays, and how textbook content relates to the sales world. Several of the student's video role-plays were produced especially for this book. They take people through the 10-step selling process.

For ordering videos contact your local McGraw-Hill/Irwin sales rep. To find the rep's name go to www.mhhe.com; click on Business; click on Marketing; click on Selling; and scroll to Fundamentals of Selling. At the top of the page you see Your Rep. Click on it. Your rep will be happy to help you obtain the videos.

Instructor's Manual. Loaded with ideas on teaching the course, chapter outlines, commentaries on cases, answers to everything—plus much more—the Instructor's Manual is a large, comprehensive time saver for teachers.

Test Bank. The most important part of the teaching package is the Test Bank. We gave the Test Bank special attention during the preparation of the thirteenth edition because instructors desire test questions that accurately and fairly assess student competence in subject material. The Test Bank provides hundreds of multiple-choice and true/false questions. Each question has been rated for level of difficulty and designated with the page number in the text to locate the correct answer so that instructors can provide a balanced set of questions for student exams.

Course Web Site. At www.mhhe.com/futrellFOS13e, you can access downloadable versions of instructor support materials, as well as a student tutorial and student self-assessment quizzes.

- **A PowerPoint Presentation.** A state-of-the-art program offering hundreds of lecture slides. These slides can be customized for any course. They are great!
- **Computerized Test Bank.** The Computerized Test Bank allows instructors to select and edit test items from the printed Test Bank and to add their own questions. Various versions of each test can be custom-printed.
- **Electronic Version of the Instructor's Manual.**

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