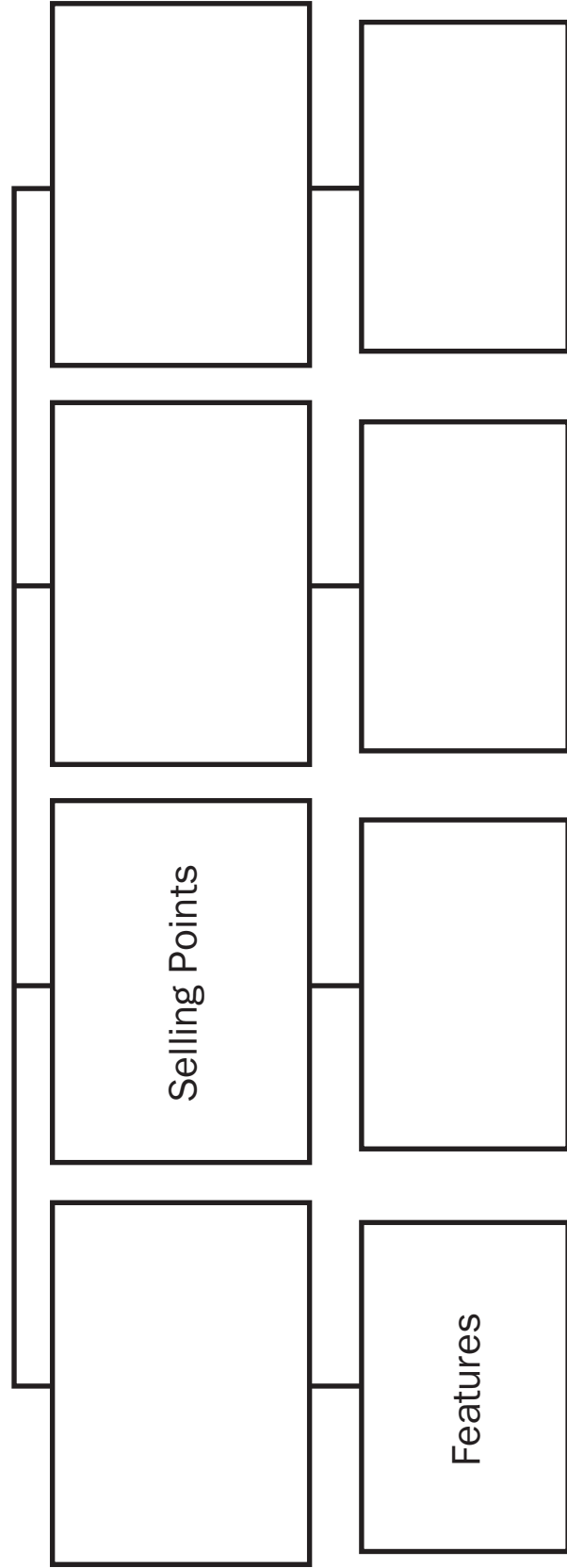


WHAT IS SELLING

STUDY ORGANIZER

Directions: Create a chart like the one below to record important information about selling situations and customers' decision making.

Personal Selling



GETTING READY TO SELL

Study Organizer

Directions: Use a chart similar to the one below to take notes about sources of product and industry information and methods of prospecting.

