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Selling and Sales Management

8th edition

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 **Prentice Hall**
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Preface

PREMISE

This text covers what must still be the most important element of the marketing mix for most students and practitioners. With a move away from the selling function towards more esoteric areas of marketing over the past few years, this vital aspect of marketing has been somewhat neglected. However, in the end it has to be face-to-face contact that eventually wins the order, and this text therefore explains and documents the selling and sales management process from both the theoretical and practical viewpoints.

BOOK STRUCTURE

More precisely, the text is split into five logical parts: **Sales Perspective, Sales Environment, Sales Technique, Sales Management and Sales Control.**

Sales Perspective examines selling in its historical role and then views its place within marketing and a marketing organisation. Different types of buyers are also analysed in order to help us achieve an understanding of their thinking and organise our selling effort accordingly. **Sales Technique** is essentially practical and covers preparation for selling, the personal selling process and sales responsibility. **Sales Environment** looks at the institutions through which sales are made; this covers channels, including industrial, commercial and public authority selling followed by selling for resale. International selling is an increasingly important area in view of the ever increasing 'internationalisation' of business and this merits a separate chapter. **Sales Management** covers recruitment, selection, motivation and training, in addition to how we must organise and compensate salespeople from a managerial standpoint. Finally, **Sales Control** covers sales budgets and explains how this is the starting point for business planning. Sales forecasting is also covered in this final section, and a guide is given to the techniques of forecasting and why it is strictly a responsibility of sales management and not finance. Each chapter concludes with a mini-case study and practical exercises, together with formal practice questions typical of those the student will encounter in the examination room.

NEW TO THIS EDITION

The eighth edition provides an integration of recent cutting edge selling and sales management research into chapters throughout the book. Also, the *Internet and IT applications in selling and sales management* chapter has been substantially revised to reflect recent advances, and technological applications in selling integrated into relevant chapters in the book. We wish to thank, John O'Connor, chief executive, Deep Insight, for his work on this chapter. More coverage of ethics in selling and sales management, systems purchasing and selling, sales training, sales force organization, B2B and B2C selling and the sales cycle is provided in this edition. This eighth edition also includes new cases featuring major companies. As always, this edition continues to place emphasis on international aspects of selling and sales management to reflect the importance of international markets in today's global economy. In particular, a new case focusing on selling to China has been written.

TARGET MARKET

This text will be invaluable to those students studying for the examinations of the Chartered Institute of Marketing, the Communication, Advertising and Marketing Education Foundation, the London Chamber of Commerce and Industry higher stage selling and sales management subject, marketing specialisms on Higher National Certificate and Diploma in Business Studies, first degrees with a marketing input, and postgraduate courses like the Diploma in Management Studies and Master of Business Administration that have a marketing input. In addition, the text emphasises the practical as well as the theoretical, and it will be of invaluable assistance to salespeople in the field as well as to sales management.

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Finally, we would like to thank our editorial team at Pearson Education, especially David Cox, for helping make this new edition possible.

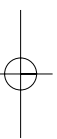
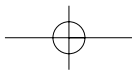
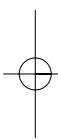
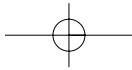
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Part 1

Sales perspective

Part one of *Selling and Sales Management* consists of two introductory chapters that set the context for the remainder of the book.

Chapter 1 introduces the nature and role of selling and sales management before relating this to the marketing concept. The incontrovertibly interlinked relationship between selling and sales management is then explained and the notion of more sophisticated marketing thought is described as having its roots in sales. Philosophies, or orientations, of production, sales and marketing are explained as well as how the marketing concept is implemented in practice, namely through the marketing mix. Key concepts such as market segmentation and targeting and the 'four Ps' marketing mix variables of price, product, promotion and place are introduced. The chapter then concludes with a more detailed explanation of the relationship between marketing strategy and personal selling.

Sales strategies and how these relate to marketing planning form the basis of Chapter 2. The traditional marketing planning process is explained with emphasis on issues like targeting, pricing, customer retention and the allocation and control of resources to assist implementation of the plan. The place of selling in the marketing plan is examined in detail, explaining how pivotal the sales function is in achieving success, along with a related discussion of how the notion of 'inside-out' planning is being replaced by 'outside-in' thinking. Selling is traditionally referred to as an element of the 'promotional mix', but the view is taken that this should more correctly be described as the 'communications mix'. An explanation is given of the place of selling alongside traditional elements in the communications mix, namely advertising, sales promotion and publicity/public relations. More contemporary elements of the communications mix, namely direct marketing and interactive/internet marketing are also examined in terms of how these interface with the sales process.

