

Personal Selling

Fresh Perspectives

This first edition of *Personal Selling: Fresh Perspectives* is aimed at first-year students studying towards Diplomas in Marketing and Retailing at higher educational institutions in South Africa. The book is also relevant for students studying towards other business-related qualifications such as the Diploma in Management, the Certificate in Sales Management, the Certificate in Marketing Communications Practice and the Diploma in Business Studies.

Written by South African authors at South African higher education institutions, *Personal Selling: Fresh Perspectives*, which discusses the fundamentals of sales in South Africa, is divided into four sections:

- Section A: The salesperson
- Section B: The customer
- Section C: The selling process
- Section D: Sales management

These four sections guide the reader through specific issues related to personal selling – including the attributes of a salesperson, ethical dilemmas faced by salespeople, cross-cultural selling, government tenders, and the increasingly tech-driven sales environment.

Personal Selling: Fresh Perspectives is an invaluable resource for all sales management students, lecturers and practitioners and is accompanied by supplementary resources such as Test Banks and PowerPoint slide summaries of each of the 10 chapters in the book.



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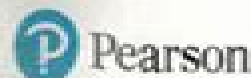


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Hospitality Marketing Management, Fourth Edition Instructor's Guide Richard Reid, 2005-05 **Instructor's Manual** United States. Small Business Administration, 1964 *Personal Selling* M. C. Cant, C. H. van Heerden, 2005-09

Outlining 10 steps in the personal selling process from prospecting for new business to closing a deal this guide explains the art of the sale The importance of listening to customers clarifying the difference between selling a product and a service and emphasizing the importance of business ethics are revealed Descriptions of the options available to those seeking a career in sales are included as is an exploration of the impact of the sales profession on the economy and a reminder that all jobs require some amount of selling *Instructor's Manual* Churchill, 1997-08 *Instructor's Manual with Tests [for] Promotion, 2nd Edition* Richard E. Stanley, 1982 *Instructor's Manual Marketing Management Text and Cases* , **Psychology in Personal Selling** Adolph Judah Snow, 1926 *Instructor's Manual to Accompany Hospitality Marketing Management, Fourth Edition* Richard Reid, 2005-03 *Catalog of Copyright Entries. Third Series* Library of Congress. Copyright Office, 1978 *Teacher's Manual for Selling, Principles and Methods, Seventh Edition* Carlton A. Pederson, 1981

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management while highlighting the importance of teamwork in any sales and marketing organization The text presents core concepts using a comprehensive pedagogical framework featuring real world case studies illustrative examples and innovative exercises designed to facilitate a deeper understanding of sales management challenges and to develop stronger sales management skills Supported with a variety of essential ancillary resources for instructors and students Sales Force Management 2nd Edition includes digital multimedia PowerPoints for each chapter equipped with voice over recordings ideal for both distance and in person learning Additional assets include the instructor s manual computerized and printable test banks and a student companion site filled with glossaries flash cards crossword puzzles for reviewing key terms and more Integrating theoretical analytical and pragmatic approaches to sales management the text offers balanced coverage of a diverse range of sales concepts issues and activities This fully updated edition addresses the responsibilities central to managing sales people across multiple channels and through a variety of methods Organized into four parts the text provides an overview of personal selling and sales management discusses planning organizing and developing the sales force examines managing and directing sales force activities and explains effective methods for controlling and evaluating sales force performance

A Comprehensive Critique of Student Evaluation of Teaching Dennis E. Clayson, 2020-12-28 This thought provoking volume offers comprehensive analysis of contemporary research and literature on student evaluation of teaching SET in Higher Education In evaluating data from fields including education psychology engineering science and business this volume critically engages with the assumption that SET is a reliable and valid measure of effective teaching Clayson navigates a range of cultural social and era related factors including gender grades personality student honesty and halo effects to consider how these may impact on the accuracy and impartiality of student evaluations Ultimately he posits a popularity hypothesis asserting that above all SET measures instructor likability While controversial the hypothesis powerfully and persuasively draws on extensive and divergent literature to offer new and salient insights regarding the growing and potentially misleading phenomenon of SET This topical and transdisciplinary book will be of great interest to researchers faculty and administrators in the fields of higher education management administration teaching and learning

University of Michigan Official Publication University of Michigan, 1974 Each number is the catalogue of a specific school or college of the University

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