

# Selling today: A personal approach : an extension of the marketing concept

Manning, Gerald L.

# Selling Today A Personal Approach

**Leo Gough**



## **Selling Today A Personal Approach:**

**Selling Today** Gerald L. Manning, Barry L. Reece, 1987      **Sales Express** Leo Gough, 2003-10-31 The sales function is the front line of any business Keeping up with the latest sales techniques is essential as well as ensuring you have a motivated incentivised and focused sales team well versed in the basics of selling from identifying new prospects and getting repeat business to closing the deal This module gives essential insight into all the key sales drivers such as account management handling complex sales selling services FMCG selling customer relationships and self development for sales people

**Alcoholism Treatment Marketing** Donald Self, 2014-04-04 The annual economic burden of alcohol abuse in the United States is staggering yet the alcoholism treatment industry has been historically plagued by governmental regulations moral crusades advocacy of specific treatment approaches and a lack of marketing knowledge Here is the first focused set of research on the marketing of alcoholism treatment services The authors of this much needed volume reputable marketing and research scholars greatly expand the current base of knowledge concerning the alcohol treatment marketing subdiscipline including the referral system analyses of market potentials for providers promotional effort consultation for new providers and the evolving nature of medical services distribution systems Through in depth interviews with treatment providers referral sources and former clients of treatment facilities and in major reviews of literature on the subject Alcoholism Treatment Marketing presents primary research and general research findings to provide practical marketing implications

**Ultimate Gig** John T. Fleming, 2021-03-25 Ultimate Gig will serve to answer questions and help gig providing companies and workers make decisions by informing inspiring and motivating as well as serving as a teaching tool Most importantly it will give the reader a better understanding of the most significant labor revolution in the past 100 years as to how work can be done

*Introduction to Type® and Selling* Susan A. Brock, 1994      *Sell to Excel* Asif Zaidi, 2019-06-27 Selling is the art of persuasion at its finest It s a way to willingly influence others behavior to develop relationships to build credibility and to let the world know what you have to offer Selling may be the single most important skill in human life Whether you are a businessperson a teacher a prophet or a parent to get your point across you have to sell In *Sell to Excel* author Asif Zaidi shows you how to sell to help people enhance their lives and resolve their problems It draws on Zaidi s successful sales career and extensive experience as a sales leader and it discusses both the basics and the art of personal selling This guide covers everything from helping buyers buy to handling objections negotiating storytelling and practicing active listening A result of five years of rigorous study in neuroscience communication and psychology along with a lifetime in business *Sell to Excel* offers advice and tips to put you at a strategic advantage in any personal selling situation in business or in life

*Proceedings of the 1990 Academy of Marketing Science (AMS) Annual Conference* B. J. Dunlap, 2015-01-02 This volume includes the full proceedings from the 1990 Academy of Marketing Science AMS Annual Conference held in New Orleans Louisiana The research and presentations offered in this volume cover many aspects of

marketing science including marketing strategy consumer behavior international marketing industrial marketing marketing education among others Founded in 1971 the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory research and practice Among its services to members and the community at large the Academy offers conferences congresses and symposia that attract delegates from around the world Presentations from these events are published in this Proceedings series which offers a comprehensive archive of volumes reflecting the evolution of the field Volumes deliver cutting edge research and insights complimenting the Academy s flagship journals Journal of the Academy of Marketing Science JAMS and AMS Review Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science The Science of Persuasion and Influence in Business: How to Sell Without Being Pushy Silas Mary,2025-02-11 Selling isn t about pressure it s about understanding human psychology This book breaks down the science of persuasion showing you how to ethically influence customers close deals with confidence and sell without feeling pushy Learn how to tap into emotions build trust and position your product as the obvious choice By applying these powerful techniques you ll increase sales build stronger client relationships and create win win situations Whether you re in sales marketing or leadership this book provides the persuasion strategies you need to influence others effectively and close more deals **Essentials of Marketing Management** Geoffrey Lancaster,Lester Massingham,2017-08-24 The overall success of an organization is dependent on how marketing is able to inform strategy and maintain an operational focus on market needs With an array of examples and case studies from around the world Lancaster and Massingham s vital study offers an alternative to the traditional American focused teaching materials currently available This second edition has been fully revised and updated including a new chapter on digital marketing written by Dr Wilson Ouzem Topics covered include consumer and organizational buyer behaviour product and innovation strategies direct marketing Social media marketing Designed and written for undergraduate MBA and masters students in marketing management classes Essentials of Marketing Management builds on the successful earlier edition to provide a solid foundation to understanding this core topic *Focus on Lifetime Customer Value Always: Serve More, Sell Smarter, Grow Faster* Simon Schroth,2025-04-08 Customer retention is just as important as customer acquisition and focusing on lifetime customer value LCV can significantly impact your business s bottom line Focus on Lifetime Customer Value Always teaches you how to create a business that prioritizes long term customer relationships resulting in greater profits and sustained growth This book covers how to provide exceptional customer service build loyalty programs and create experiences that keep customers coming back You ll learn how to track and analyze customer behavior optimize your sales processes and continuously offer value to your customers to increase their lifetime value By focusing on LCV you ll not only boost revenue but also build a loyal customer base that helps sustain and scale your business If you re ready to serve more sell smarter and grow faster Focus on Lifetime Customer Value Always

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*Marketing* Paul Reynolds,Geoff Lancaste,2013-06-17 Are you about to undertake a one semester or short course in marketing If so Marketing The One Semester Introduction is the book for you Written by two of the most experienced and respected authors of the subject in the UK it is specifically designed for those wanting a rapid and thorough introduction to marketing This book is based on vast teaching experience and classroom testing to ensure that it precisely meets the needs of the business studies or modular marketing student provides authoritative coverage of the subject yet avoids becoming

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**UnCage Yourself** Heather Havenwood,2024-01-01 UnCage Yourself is a fearless roadmap to turn your knowledge into income impact and influence for a badass life of ultimate freedom You are paid for your value in the marketplace It s time to embrace your weird and think big crazy ideas It s time to become an UnCaged Entrepreneur and UnCage Yourself It s time to get rid of all the drama and ego and expectations and bullshit and become fearlessly you It is time to UnCage Yourself and become an UnCaged Entrepreneur turn your knowledge into income More money in less time with greater authenticity UnCage Yourself to entrepreneurial self empowerment and business boldness while embracing your weird for easy access to elite level profits UnCage your entrepreneurial legacy embrace fearlessness and let your unique weirdness guide you more often Make more money faster by being totally you UnCage Yourself Experience a life of uncaged success with UnCage Yourself This dynamic guide empowers you to work less and earn more igniting a transformative journey beyond the ordinary Meet award winning Stevie Award recipient Heather Ann Havenwood author speaker and trailblazing entrepreneur who turned a ten dollar bill into an empire Her story is your roadmap to turning knowledge into income unstoppable influence and impact Through riveting life lesson stories and her unique game changing U N C A G E D formula Heather Ann unveils precise steps for launching growing and scaling online consulting and knowledge based businesses **Marketing**

**Communications Management** Paul Copley,2007-03-30 Marketing Communications Management concepts and theories cases and practice makes critical reflections on the prime issues in integrated marketing communications and is designed to encourage the reader to stop and think about key issues The author takes a managerial approach to the subject and provides a set of frameworks that facilitate both learning and teaching A wide range of pedagogical features is included such as sample exam questions stop points vignettes and case studies and a summary of key points concludes each chapter Most organizations need some form of marketing or corporate communications and this text is designed to service both practitioners and students undertaking formal study The author addresses strategic and critical issues that dovetail with the

current interest in marketing communications as reflected in the media with particular emphasis given to advertising and sponsorship



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