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Kerin chapter 20 - personal selling & sales

III. The Personal Selling Process: Building Relationships : A. Prospecting: Three types of prospects:
Lead : Name of a person who may be a possible customer.

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Building customer relationships in the sales

Customer relationship building is The Fortune Group's 'Solution Based Selling Those who take shortcuts and forego building customer relationships put

Relationship selling customer loyalty customer

The success of a business or a sales career depends on relationships selling and customer on building customer loyalty and relationship and personal success

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Chapter 13 personal selling and sales promotion by

Sales promotion tools used to generate business leads, stimulate purchases, reward customers, building customer relationships customer value Personal Selling

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Personal selling is a uses skills and techniques for building personal relationships with rewards of the sale while the customer s "value" is realized

Ten ways to build rock solid relationships with

you can be like a relatively small number of businesses who decide to take customer relationship building to build rock solid relationships selling a

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