

SELLE

TRUST-BASED PROFESSIONAL SELLING

THOMAS N. INGRAM

Colorado State University

RAYMOND W. LAFORGE

University of Louisville

RAMON A. AVILA

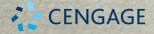
Ball State University

CHARLES H. SCHWEPKER JR.

University of Central Missouri

MICHAEL R. WILLIAMS

Oklahoma City University



INGRAM / LAFORGE / AVILA / SCHWEPKER / WILLIAMS

6 BRIEF CONTENTS



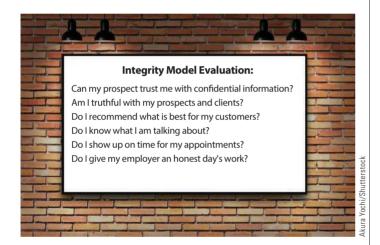
- 1 Overview of Personal Selling 2
- 2 Building Trust and Sales Ethics 26
- 3 Understanding Buyers 48
- 4 Communication Skills 82
- 5 Strategic Prospecting and Preparing for Sales Dialogue 108
- 6 Planning Sales Dialogues and Presentations 126
- 7 Sales Dialogue: Creating and Communicating Value 148
- **8** Addressing Concerns and Earning Commitment 170
- 9 Expanding Customer Relationships 192
- 10 Adding Value: Self-leadership and Teamwork 216

Endnotes 242 Index 245

CONTENTS

Overview of Personal Selling 2

- 1-1 Personal Selling Defined 3
- 1-2 Trust-Based Relationship Selling 5
- 1-3 Evolution of Professional Selling
- 1-4 Contributions of Personal Selling 8
- 1-5 Alternative Personal Selling Approaches 10
- 1-6 The Trust-Based Sales Process 15
- 1-7 Sales Careers 16



2 Building Trust and Sales Ethics 26

How to Establish Trust 26

- 2-1 What Is Trust? 29
- 2-2 Why Is Trust Important? 30
- 2-3 How to Earn Trust 31
- 2-4 Knowledge Bases Help Build Trust and Relationships 35
- 2-5 Sales Ethics 41

3 Understanding Buyers 48

- 3-1 Types of Buyers 50
- 3-2 Distinguishing Characteristics of BusinessMarkets 50
- 3-3 The Buying Process 53
- 3-4 Types of Buyer Needs 55
- 3-5 Procedures for Evaluating Suppliers and Products 60
- 3-6 Understanding Postpurchase Evaluation and the Formation of Satisfaction 64
- 3-7 Types of Purchasing Decisions 65
- 3-8 Understanding Communication Styles 68
- 3-9 Buying Teams 72
- 3-10 Engaging Customers 74

4 Communication Skills 82

- 4-1 Sales Communication as a Collaborative Process 85
- 4-2 Types of Questions Classified by Amount and Specificity of Information Desired 87

Types of Questions Classified by Strategic Purpose 87

- 4-3 Strategic Application of Questioning in Trust-Based Selling 89
- 4-4 ADAPT Questioning System 90

Using Different Types of Listening 96

- 4-5 Active Listening 97
- 4-6 Understanding the Superiority of Pictures Over Words 100
- 4-7 Nonverbal Communication 101

Spending time with the best prospects is one of the keys to a salesperson's success.



ndrey_Popov/

- 5 Strategic Prospecting and Preparing for Sales Dialogue 108
- 5-1 The Importance and Challenges of Prospecting 110
- 5-2 The Strategic Prospecting Process 110
- 5-3 Prospecting Methods 112
- 5-4 Developing a Strategic Prospecting Plan 118
- 5-5 Gathering Prospect Information to Prepare for Sales Dialogue 120
- 6 Planning Sales Dialogues and Presentations 126
- 6-1 Customer-Focused Sales Dialogue Planning 127
- 6-2 Sales Communications Formats 128
- 6-3 Sales Dialogue Template 135
- 6-4 Engaging the Customer 144

7 Sales Dialogue: Creating and Communicating Value 148

- 7-1 Effective Sales Dialogue 149
- 7-2 Encouraging Buyer Feedback 150
- 7-3 Creating Customer Value 152
- 7-4 Interesting and Understandable Sales Dialogue 153
- 7-5 Engaging and Involving the Buyer 157
- 7-6 Supporting Product Claims 161
- 7-7 Group Sales Dialogue 162

Addressing Concerns and Earning Commitment 170

Resistance Busters 170

Addressing Concerns 173

- 8-1 Anticipate and Negotiate Concerns and Resistance 173
- 8-2 Reasons Why Prospects Raise Objections 173
- 8-3 Types of Sales Resistance 175
- 8-4 Using LAARC: a Process for Negotiating Buyer Resistance 178
- 8-5 Recommended Approaches for Responding to Objections 180
- 8-6 Securing Commitment and Closing 183



9 Expanding Customer Relationships 192

- 9-1 Assess Customer Satisfaction 194
- 9-2 Harness Technology to Enhance Follow-up and Buyer–Seller Relationships 196
- 9-3 Ensure Customer Satisfaction 199
- 9-4 Expand Collaborative Involvement 206
- 9-5 Work to Add Value and Enhance Mutual Opportunities 207

Adding Value: Self-leadership and Teamwork 216

- 10-1 Effective Self-Leadership 218
- 10-2 Working with Different Levels and Types of Goals 220
- 10-3 Account Classification 222
- 10-4 Establishing Territory Routing Plans 225
- 10-5 Stage Four: Tapping Technology And Automation 229
- 10-6 Increasing Customer Value Through Teamwork 233
- 10-7 Building Teamwork Skills 237

Endnotes 242 Index 245