Chapter 1

4 Ibid., 4.
13 This section on consultative selling is based on Kevin J. Corcoran, Laura K Petersen, Daniel B. Batch, and Mark F. Barrett, High Performance Sales Organizations (Chicago: Irwin, 1995): 44.
16 Interview by the authors with Blake Conrad, sales representative with Century Specialty Care.

Chapter 1 Appendix

2 Ibid.

Chapter 2

4 Ibid.
8 This was the concluding point of the symposium on trust held by the National Account Management Association at Wake Forest University, September 24–26, 1997.
10 Interview with Missy Rust, GlaxoSmithKline, February 13, 2000.
12 Ibid.
Chapter 3

Text to come

Chapter 4

1 Mark Shonka and Dan Kosch, Beyond Selling Value (Chicago, IL: Dearborn Trade Publishing, 2002).
4 Ibid.
13 Ibid.; Ramsey and Sohi, “Listening to Your Customers.”
14 Ibid.; 72–73.
19 Ibid.

Chapter 5

1 Author interview with Gwen Trangulli, Hershey Chocolate, U.S.A.
2 Author interview with Thomas Avila, Davis and Davis.
3 Author interview with Mark Thomas, United Insurance Agency.
4 Author interview with Kristen Solik, Walker Group.

Chapter 6


Chapter 7

2 Author interview with Jamie Howard, August 1, 2004.
3 Author interview with David Jacoby.
5 Adapted from Mark A. Mabie, Sharon Ratiliffe, and Vernon Stubble, Professional Selling: A Relationship Approach (Fort Worth, TX: The Dryden Press, 1995): 410–12.

Chapter 8

1 Marc Deiner, “Don’t Know When to Cut Your Losses and Leave the Negotiating Table? Look for these Telltale Signs,” Entrepreneur Magazine (August 2003).
6 Salespeople can forestall known concerns, but they should not bring up issues that are not even a problem with a particular prospect. Thus, the need for good precall information gathering becomes obvious. See “Think Like a Consumer to Make Buying From a Cinch,” Selling (November 2004): 8.
Chapter 9


Chapter 10

6. For a comprehensive and comparative guide to sales and marketing automation systems, technology, and software, see http://www. salesandmarketing.com/more.
10. Excerpt from The 7 Habits of Highly Effective People, © 2004 Stephen R. Covey. The Time Management Matrix phrase and model are trademarks of Franklin Covey Co., http://www.franklincovey.com. Used with permission. All rights reserved.
11. Covey, The 7 Habits of Highly Effective People.


“Sales 2.0 Innovation Leads to Sales Acceleration,” Selling Power (March 2009): 73.
