ABC's of Relationship Selling through Service 13th edition Futrell Solutions Manual

SKU: 9781260169829-SOLUTIONS

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PART I

COURSE ORGANIZATION

AND

TEACHING METHODS

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To the Instructor:

Thank you for choosing **ABC's of Relationship Selling** to use in your class! It has taken years to bring you the textbook and the accompanying materials. The material has been class tested numerous times in both academic and continuing education classes. Students, salespeople, and sales managers have found the material to be educational, enjoyable, practical, and real-world.

The instructor's manual was designed to assist instructors as much as possible in teaching the selling course. It has been written for those who have either never taught the course or not taught the course very often. It will also be a big help to the instructor looking for a different selling textbook to use for a change of pace. Here is what is available for you:

1. A lecture outline of chapter material.
2. An answer to end-of-chapter exercises and cases.
3. True-False and Multiple-Choice test questions.
4. PowerPoints—up to 40 a chapter; available on McGraw-Hill's web-site for this book.
5. A computerized test bank available from McGraw-Hill's web-site for this book.
6. Course organization and teaching methods materials in this manual.

As you will see, an enormous amount of time and effort was expended to provide you valuable assistance. We know how much an instructor's manual can aid you. We sincerely hope it is a help to you!

In addition to the two lecture sections, students can sign up for one of labs for their role-plays. Currently role-plays consist of the "Sell Yourself on a Job Interview," practice role-plays like the approach-close combination, and the traditional product sales presentation. Role-plays take up about two months of the three-month class. You can appreciate the tremendous work, coordination, and grading required for such a class. Over the years, our courses have evolved into a highly organized, well thought out, structured courses. This material has grown out of training thousands of students over the years.

Please let us hear from you on what you are doing in your classes. If you have questions for us or if the publisher or we can do anything for you please call or write us. **Thank you!**

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Student Application Learning Exercises (SALES)

Most of us teaching this course require our students to create a sales presentation and role-play it with a buyer. Students often postpone working on their role-play exercises until days before it is due.

Dr. Futrell experimented with the use of SALES. It worked well. While students fussed about the extra work, close to 100 percent said the SALES helped them prepare for their main role-play. Because students felt SALES were a good learning tool, Dr. Futrell included them in many editions of the book.

Chances are you will choose to modify them to your learning objectives. They are in the book to show what has helped us to better prepare students for their main course exercise. The SALES appear at the end of chapters 3, 5A, 7, 9, 10, 11, and 12.

Consider choosing a product—and provide all of the information—that everyone in class uses to complete the SALES. This makes it easy to grade and go over in class. We always explain each SALE the class period before it is due. Try the SALES included within the textbook or create your own SALES. Please let us know how they work for your students.

What Professor Futrell Did: One Potential Approach To Assisting Your Students

While teaching a recent personal selling class of senior marketing majors, it dawned on Dr. Futrell that students could memorize the chapter materials but did not know how the entire presentation should be constructed until after their final role-plays at the end of the course. From the first day of class, it was weeks until we started discussing role-plays. ABCs now introduces to the student the interaction of the sales process components in chapter one. Here is what I do:

A. Handout 'Futrell's Realistic Sales Presentation.' This handout is a 'script.' It is an overview of the book's discussion on the various parts of the sales process. Tuesday of the second week of classes Dr. Futrell gave an announced pop-test over the 10-steps in the selling process and then a more rigorous test over the remainder of the handout on Thursday. There are copies of tests in this section you might select from or create your own.
B. A case is selected for their class and used for all of the role-plays. The handout 'Descriptions of Key Elements of Your Presentation' is used throughout the course. We refer to it when covering a topic, as objections or closings.
C. A 100-point paper is turned in when the students do their main role-play with the 'Descriptions of Key elements of Your Presentation' filled out. The role-play is worth 500 points as you see in my syllabus. Using this teaching method greatly improved students' performance and my teaching evaluations.

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Introduction

Welcome to your personal selling course! This brief introduction to creating and to delivering a sales presentation provides the big picture to the selling process and to developing your sales presentation. Your instructor and the *ABC's of Relationship Selling Through Service* will provide the specifics to selling. Look at the chapter in the sales book entitled, "Carefully Select Which Sales Presentation Method to Use" and its exhibit entitled, "The Parallel Dimensions of Selling."

The Parallel Dimensions of Selling

This exhibit shows his sales process. After learning this process by the end of the course and role-playing it, you will be a better communicator and a more successful salesperson. There is no abstract theory, just practical advice taken from real world experience. Thousands of college students, industry salespeople, sales managers and sales trainers from all over the world have used the materials in this selling textbook to train their people. The books have been translated into many different languages. Several organizations use the book to certify salespeople for different organizations and industries—both in America and internationally.

After developing your sales presentation using the material described here and in depth in the textbook, doing extensive practicing of your role-play and with actual sales experience, you will see that all elements and parts of the *ABC's of Relationship Selling Through Service* sales presentation process are related and inter-correlated between the steps in the selling process. Based on extensive use in industry and proven by research, this sales philosophy, process, presentation, and techniques will result in a great experience for both you and your customer. Here is a specific, yet generic, step-by-step selling process that is universal in nature resulting in your knowing the basics of creating and making a sales presentation that will result in improved sales and customer relationships. Let us begin.

First Column

First, let's briefly look at The Parallel Dimensions of Selling exhibit. Look now! In the far-left column shows the order that your discussion should take within the presentation. Discuss the product, then the marketing plan, the business proposition, suggested purchase and then close.

Second Column

The second column from the left shows the same discussion sequence with examples of each part of the presentation. When you present discuss your product, discuss its' features, advantages and benefits followed with a trial close for each major benefit. The marketing plan is next in your presentation. There are two types of marketing plans. For the reseller, discuss your plan for helping the buyer resell to his customers. For the end-user, explain how the product will fit into their present operation. Again use SELL Sequences. Now discuss your business proposition incorporating the SELL Sequences. Present what you suggest should be purchased by the customer or prospect followed by one or more trial closes. Now close asking for the order using one of the closing techniques in your textbook. Look and listen to the buyer's response to your trial close question. Note the letters in red. They are important. Learn their definitions and meanings.

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Third Column
The third column shows the ten-step selling process beginning with the prospect or customer you plan to contact in your business meeting and ending with service and follow-up of that customer.

Fourth Column
The last column illustrates the buyer's mental steps as the salesperson moves down the steps of the presentation, which begins with the approach and ends with the close. Thus, there are parallel dimensions occurring at the same time between the selling process and the buyer's mental stages. By using questions, trial closes and non-verbal communication skills, you will learn how to present your product while better understanding what is going on in the customer's mind.

The Sales Philosophy, Process, Presentation, and Techniques

Now let's take a closer look at the ten-step selling process. Once you have determined your contact (whether a prospect, customer or past customer), make an appointment and then plan your business meeting strategy and tactics in the preapproach or planning step of the 10-step selling process. Determine your sales call objectives and review or develop a customer profile with information about the prospect or customer and the organization. Your goal is to understand the critical needs of your buyer. As a provider of solutions, your objective is to truly understand the customer and how you can assist them. Next, create the main features, advantages, and benefits you want to discuss concerning each product you will present. This feature-advantage-benefit method is one means to communicate your solution. Remember, the solution must align with the customer's needs. Your product or service may provide a number of benefits. However, it is critical to understand the benefits that are most meaningful to your customer. Now you are ready to develop and hone your sales presentation, as discussed later. Practice it until it sounds natural, as if talking to a friend. Think about how you will groom and dress to project a professional appearance. Remember to think through the positive creative imagery that you will use as you wait in the person's office before the meeting. You envision everything that will occur during your business meeting that will end in a sale and a new business friendship. Review your customer relationship management (CRM) data information in the preapproach and before entering the person's office. Be sure to know such things as past purchases, everyone's name, hobbies, family, what you talked about at the previous meeting, personality type, likes and dislikes in interacting with salespeople.

While waiting to see the buyer, meet and talk with everyone possible, especially the buyer's administrative assistant or other key personnel. Remember, many people could play a role in the buying process. Learn about things such as family, hobbies, and pets. These people can help get you in to see the buyer and provide valuable information on what is going on in the company that might impact you. Input this information into your CRM data set.

Create a presentation that adapts to the buyer's personality style. Choose your presentation method and then select your approach technique. This is based on your product and knowledge of the person and of the organization. Practice more than one approach if you are unsure of the situation you will face. Be prepared to improvise, adapt and overcome any obstacles in your way.

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The Approach

Listen now! Are you listening!? The approach begins when you first see the prospect or customer and ends when you begin discussing your product. In the approach, you meet, greet, build rapport and use one of the approach techniques to capture the person's attention and interest and to provide a transition into the sales presentation.

Provide and ask for a business card if needed. Be sure to have a firm handshake, look the person in the eyes and smile projecting positive green signals. You are excited to meet with the person! You only have one chance to make a great first impression. Slow up. Do not rush to set down and begin your presentation.

If the buyer does not offer you a seat, ask, "May I sit here?" If possible, sit in the buyer's personal space beside the desk. Here you can observe angles of body, face, arms, hands and legs. You can easily watch for green, yellow and red non-verbal communication signals. Be aware that the approach is an extremely important part of your presentation. Some say that it is the most important of the 10-steps in the selling process. It should be connected to the main benefits you will discuss in the presentation. Casually ask if you may take notes as you will ask a few questions from time-to-time. Take out your note pad. You may also want to confirm an agenda with the buyer. The agenda ensures everyone agrees upon the key goals of the discussion. Remember, your goal is to understand the buyer. Thus, asking questions is critical. Ensure you have prepared a number of questions. Listen actively to the answers and ask follow-up questions appropriately. You may also want to summarize the customer's needs to ensure you truly understand them. Always ask for their perceptions.

After the approach, you move into the core of your presentation. If small enough, place your product on the buyer's desk during the approach or when you start discussing the product. If selling large equipment, you might show a picture or video from your computer.

Pace your talking pattern based upon such things as the buyer's energy level, speed of talk, breathing pattern, personality type and time available. Mention the person's name several times during the presentation after discussing an important benefit. Throughout, watch the buyer's nonverbal signals. No matter what happens while you are in the buyer's office, always project green signals. Eliminate all of your ticks, such as saying "uh" or "um."

Three Presentation Parts

There are three parts of the presentation that should be discussed in the correct order. First present the product, then the marketing plan and then the business proposition. There are two types of marketing plans. For the reseller, you will discuss how they will sell the product after purchase. Examples of a reseller would be a retailer, distributor or wholesaler. For an end-user, such as a manufacturing plant or retailer, you will explain how the product will fit into their present operation. Topics include delivery, guarantee, installation, maintenance and training. For all three parts of the presentation, use SELL Sequences. Again, the SELL Sequences are one method to communicate your solution. Ideally, you want to communicate how and why your solution meets the customer's needs. The SELL Sequence is an acronym that represents, **s**how

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your feature, **e**xplain its advantage, **l**ead into the benefit and then allow (**l**et) the person to give feedback on what you have said by asking a trial close question. The trial close is one of your best communication tools. It asks for an opinion, not a decision. “What are your thoughts on this type of product” is a trial close that might be used somewhere in the presentation. The use of SELL Sequences allows you to focus on the product’s benefits, rather than on its features and advantages. Yes, you do need to discuss features and advantages, but you want to emphasize benefits. A benefit is a solution that aids the customer (i.e. meets their needs). A positive response to your trial close tells you the benefit is important to the person. You use this information later in your close. For example, you might say, “Earlier you said that you like our profit margin, fast delivery and credit policy. How do you feel our product aligns with these critical items?” A positive response verifies the buyer’s feelings to your product and may prompt you to close. Should the buyer give a positive response such as “That sounds great!” or “That’s what I’ve been looking for in a product,” you may not need to ask a trial close. It is your decision. You know what the person thinks about what you have said concerning your product fulfilling the need or solving the problem. If the person gives green signals, such as a smile or nodding the head after you have said something, you cannot always take that as a positive response. Many buyers are taught to make positive comments or use positive gestures during a sales presentation. Again, it is your judgment, but generally you should go ahead and ask your trial close.

Show and Tell

To improve your communication with the buyer and your chances of making the sale, you should show and tell throughout the presentation. Use one or more of the following six sales presentation mix elements: (1) participation, (2) proof statement, (3) visual aid, (4) dramatization, (5) demonstration and (6) persuasive communication. These six mix elements are not mutually exclusive. For example, a demonstration can also involve participation, proof and dramatization. Inserting a simile, metaphor, analogy, parable, or story at the appropriate place can aid you in painting an enticing picture of how your product will fulfill the needs of the buyer. Top salespeople are great story tellers.

Welcome Objections!

Objections, resistance or questions can occur anywhere in the presentation. Answer them as they arise, except when they pertain to price (as discussed later). Welcome an objection, resistance or question! This helps you know what the person is thinking about relative to you, your talk and your product. Think of it as a challenge. See if you can place the objection quickly into one of the six major categories of objections. You will learn about a general approach to meeting objections. You may also select a technique for meeting the objection. Use the technique to move to the appropriate information for responding to the objection or request for more information on the product, marketing plan or business proposition. This takes both time and experience in selling to do smoothly.

AIDCA

Look at the far-right column entitled ‘Buyer’s Mental Steps.’ The approach gets the buyer’s attention and interest. The presentation continues to hold interest and convinces the buyer this product will take care of their need or solve their problem. Their desire to buy begins to rise.

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When the seller feels the person has entered the conviction stage of the of the buyer's mental state, it is time for action.

Closing

Closing is the process of helping people to make a decision that will benefit them. Closing is simply facilitating a decision point. You aid people with their decision to help themselves by asking them to buy. Remember that the person may be ready to buy at any time--such as when you walk into the office, early in the presentation or sometime in the future. Occasionally, you will not be required to go through your entire presentation. The customer may be ready to buy when you walk into the office—especially if you have had a long-term relationship with this customer who trusts you. Most of the time you will go through the entire planned presentation. Here are examples of three common scenarios faced by a salesperson.

Scenario 1

In the first scenario assume you feel it is time to close the sale after discussing the product, marketing plan and business proposition within the presentation, ask a final trial close to verify that the person has no objection nor needs more information to make a buying decision. Use the person's name in the verification question. "Mr. Jones, you said you like our profit margin, fast delivery, promotional plan and pricing. Is that correct?" "Yes, it is," says the buyer.

Since you received a positive response, move toward your close by presenting a suggested purchase order incorporating a closing technique. "Based upon what we discussed Mr. Jones, I recommend you purchase 100 of the X15 and 350 of the X20. I can have both shipped to you this week or would you prefer next week?" It is important that you close. Both research and industry sales personnel say that if you are an expert on your product, show and tell while emphasizing benefits and then close, sales will increase relative to others who use some or none of these important methods to fulfill the needs of the customer. Ask for the order and be quiet. This separates the top performers from the less successful salespeople.

Scenario 2

For scenario two say that after the presentation and the trial close the person gives an objection. First determine the objection. Remember, listen to the objection and always use questions to better understand the resistance or concern. Use one of the objection handling techniques to transition back into the product, marketing plan, business proposition or suggested order presentation materials. Address the person's objection. Now ask a trial close to determine if you have handled the objection. If you receive a positive response and no other objection or request for more information occurs, close again using a different closing technique. If an objection, resistance or request for more information occurs, cycle back through the above sequence. This is the reason you need to be prepared to use several objection handling techniques and to close multiple times using different closing techniques. Properly executed it will seem natural and professional. You are there solely to help the person and organization fulfill their need or to fix their problem.

Scenario 3

In scenario three you go through your presentation. Everything seems great! You verify with your trial close before asking for the order. You receive a positive response, so you close. During the close, an objection occurs causing you to determine the objection, meet it by going back to the product, marketing plan, business proposition or suggested purchase in the presentation using

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that information to meet the objection. You ask a trial close to determine if the objection has been met. If so, close again. There are other scenarios but this gives you ideas on situations faced by salespeople.

Price
Questions about price should be postponed to the business proposition discussion if you feel appropriate. You want to have discussed thoroughly your product and marketing plan so that the person knows the value of your business proposition and your suggested order. If asked about price early in the presentation, you might say something like "I would love to talk about your investment in the service. But would it be okay if we discussed about a few additional aspects that I think you will find very important?" or "Price will be determined based upon the quantity you purchase. I'd love to better understand your business and needs. Would you be comfortable with discussing the price in a few minutes?" This is a judgment situation. Only you will know when to discuss price. If the person persists in wanting to discuss price during the presentation, then you should talk about the product's price. To help make the decision you should judge if the person has gone from sending out green signals to sending yellow or red. If the non-verbal signals are yellow or red you should discuss price. One possibility for the person's action is that the individual has a sensor type personality and doesn't want to hear the background and just wants to get to the bottom line.

After the sale, if needed, review your notes with the person to make sure you remember accurately what to do in the follow-up or service areas. Since some salespeople who continue to visit after the close experience a change of mind by the buyer, leave as soon as possible.

Does Not Buy
Should the person not buy, do not take it personally. Try to discover why before leaving. This helps you prepare for your return visit. However, chances are the reason for not buying will come out in your presentation.

Act as a professional. Leave the door open for a return visit. You might conclude by saying, "Mr. Smith, would you do one thing for your company? Would you please think about what we discussed? Please look over this material and the price sheet. I know (product name) is needed by your organization. Please call me if you have any questions. Would it be alright, Mr. Smith, if I come by in a month or so to see what you think about (product name)?" Stand, smile and compose yourself. While looking the buyer in the eyes and giving a firm handshake say something like, "Thank you very much, Mr. Smith. I really enjoyed visiting with you! I look forward to seeing you next month!" Do not leave the room as if it is on fire. Leave slowly, professionally with a smile on your face, a song in your heart and a spring in your step. Be friendly with everyone you pass as you go to your vehicle. Call them by name if known.

Follow-up and Service
Follow-up and service are extremely important to your success in keeping the person as a customer and in gaining referrals. Review your notes once out of the buyer's office. Input information and data on the business meeting into your CRM data set as soon as possible. This enables you to do a great job in preparing for the next business meeting with this person. See if the reason for the purchase or rejection is similar to other business meetings. This can help you improve your next sales presentation.

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Let's Review

Let's conclude with a quick summary. First, in your selling process you select your prospect, present or past customer. Next you plan the entire business meeting beginning with your approach. After your approach you discuss your product's features, advantages and benefits with each benefit followed by a trial close. The SELL Sequence will help you learn to focus on stressing benefits and asking a trial close for feedback on what you have just said to the person. Now you talk about your marketing plan, again using the SELL Sequence. This is followed by your explanation of the business proposition including such things as list price, shipping cost, discounts, financing, return on investment and value analysis. The SELL Sequence is also used in the business proposition.

With a positive response to your trial close after the business proposition, you will close with a suggested purchase containing such things as the product to buy, quantity, suggested delivery date. If the person buys, you complete the sale and move on to your next customer. If the customer asks a question or gives an objection about the product, marketing plan or business proposition, you move back up into the presentation and discuss information related to the objection or question. You ask a trial close to see if you have satisfied the customer. Again, with a positive answer to your trial close, you again close using a different closing communication technique. More questions or objections can arise at any point in the presentation. You continue to respond using your SELL Sequences.

As you see, questions and trial closes are two of the best-selling techniques to use in your sales presentation. Trial closes check the pulse or attitude of your prospect toward the sales presentation. Questions help you discover the person's hot button—what is important for the purchase. When do you use a trial close? This is important! Listen now! The trial close should be used at these four important times: (1) after making a strong selling point in the presentation; (2) after the presentation; (3) after answering an objection; and (4) immediately before you move to close the sale. You can use other questions anywhere in the presentation.

Why Learn?

Why are you trained to use communication and selling techniques for areas of the presentation such as the approach, SELL Sequences, responding to an objection or asking the person to buy? These techniques allow you to be seen as a professional who sincerely wants to help others. It helps you become a better communicator. You create a business friendship. You look forward to the sales call. Your customers will be happy to see you and sales will increase! These techniques are thoroughly discussed in Dr. Futrell's personal selling textbook. Practice these techniques in your personal life. They will prove to enhance your communication skills. They work!

Practice and Time

Both new and experienced salespeople go through a learning process consisting of three phases of usage before true behavioral changes occur as a result of sales training. Many salespeople feel awkward at first. The second phase of training usage is where the salesperson consciously uses the training more and more, slowly becoming better at its application on the job. The third phase of training usage is it becomes a natural part of the day-to-day job. Habits are difficult to change. It takes regular, on-the-job reinforcement to change a salesperson's habits. As the new training

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begins to produce more sales, people master the sales techniques and it becomes natural to use. This may relate to what you are experiencing in your sales class. It is very common!

The Common Denominator of Success

Let's conclude by discussing the common denominator of success among professional salespeople. Following the sales process will increase anyone's sales. However, to maximize sales and to stay in the sales profession over time, you must build true long-term relationships. To build long-term relationships you must be a person of integrity, trust and character based upon the truth. This requires you to treat others unselfishly just as you would like to be treated. Fulfilling others needs or solving their problem is the purpose of your sales career. The common denominator of a successful salesperson, as opposed to those less successful, is unselfishly and sacrificially caring for prospects, customers and others by placing their interest before your desires. The end results of dedicating your life to helping others will be the true caring for customers, joy in knowing you are helping others, harmony or peace in the relationship, patience in serving, kindness, goodness, faithfulness to your word, gentleness and self-control in not being high pressure in persuading the person to buy. Helping others gives your life purpose.

Don't Be Misled. Great Salespeople Are Problem Solvers Focused on Their Customers. Yes, many salespeople sell solely to make a sale for the commissions, promotion, pride, ego, etc. They want to sell at any cost. This type of salesperson focuses solely on self. It is important to do your best but not at all costs. An effective, successful salesperson is a good steward of customers rather than a self-serving one. The principles taught in your book will work only when they come from the heart. We are not advocating a bag of tricks. We are talking about a way of life in the workplace, in the marketplace and in your personal life.

You Need To Have Integrity For Long-Term Success

"That is hard," you say. Yes, it is. A sales career is challenging. Integrity, trust, character, truth and leadership are needed to take us to a higher standard in sales and in life. This helps us treat customers, bosses, co-workers and others as we would like to be treated as a person.

The Complete Process for Sales Success

Well, that is all there is to giving a professional sales presentation. What do you think? Master this sales attitude and process and you will know more than 99.9 percent of the millions of salespeople around the world. Properly executing the selling process is important to one's success, but it is not the complete sales process. I am talking about a higher standard of success in sales than merely reaching quota or winning a sales contest. How you sell is the ultimate test of your long-term success. It is not whether you make the sale but rather how you treat the customer. Truthfully doing your best is the ultimate measure of success. As long as you are truly striving to help the customer and as long as you do the best of which you are capable, there is no failure. If you do not make the sale because there is not a need for your product at this time, that sales call is not a failure. If you are prepared for the business meeting and you make every effort to execute the sales presentation truthfully and to the best of your ability and have done the things necessary to bring about the sale but do not make the sale, you have not failed. You have been successful because you acted professionally, were well prepared, made a great impression, left excellent product information to consider, left the door open to return and showed you cared

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about the person’s situation. You will come back another day.

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Name: _____
Section: _____
Quiz
Marketing 335
Realistic Sales Presentation Part I

Instructions: First, please read and sign the Aggie Honor Code:
"Aggies do not lie, cheat, or steal, nor do they tolerate those who do."
By signing the below, you are saying that "On my honor, as an Aggie, I have neither given nor received unauthorized aid on this academic work. And I am not aware of anyone who has broken the Aggie Honor Code on this examination."

_____

1. Once you have determined whom you will contact—prospect or customer—you plan your preapproach. What are the main steps in the preapproach in their correct order? (One point each)

a. **Sales call objective(s)**
b. Review or develop information
c. Main benefits to discuss
d. Develop presentation

2. After you select your presentation method what is the next thing to do in creating your total sales presentation? (One point)

a. **Approach**

3. When does the approach begin and end? (One point)

a. **Begins:** When buyer first sees you

Ends: When you begin talking about the product

4. After the approach you move into your main presentation. What are the three parts of the presentation in their correct order? (Two points each)

a. **Product**
b. Marketing plans
c. Business Proposition

5. What are the six sales presentation mix elements to help you show and tell your presentation: (One point each)

a. **Participation**
b. Proof statement
c. Visual aids
d. Dramatization
e. Demonstration
f. Persuasive communication

6. After completing the three main parts of your sales presentation what is the next thing you

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do? (One point each)
a. **Ask a trial close** .....

7. What do you do before asking the person to buy? (One point each)
a. **Ask a trial close** .....

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Name: _____
Section: _____]

Quiz
Marketing 335
Realistic Sales Presentation Part II

Instructions: First, please read and sign the Aggie Honor Code:
"Aggies do not lie, cheat, or steal, nor do they tolerate those who do."
By signing the below, you are saying that "On my honor, as an Aggie, I have neither given nor received unauthorized aid on this academic work. And I am not aware of anyone who has broken the Aggie Honor Code on this examination."

_____

1. After you give your presentation and ask a trial close the person gives an objection. What do you do? (Two points)
a. _____
_____

2. After answering the objection what do you do? (Two point)
a. _____

3. Questions about price should be addressed at what part of the presentation? (Three points)
a. _____

4. Why should price be discussed at that part of the presentation? (Four points)
_____
_____

5. If after your presentation the person gives you an objection about your product, what do you do? (Four points)
a. _____
_____
_____
_____

6. After you leave the person's office, why do you make notes about what went on during the business meeting? (Two points)
a. _____
_____
_____

7. After the approach you move into your main presentation. What are the three parts of the presentation in their correct order? (Three points)
a. _____
b. _____

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Name: _____
Section: _____

Quiz
Marketing 335
Futrell's Realistic Sales Presentation Part II

Instructions: First, please read and sign the Aggie Honor Code:
"Aggies do not lie, cheat, or steal, nor do they tolerate those who do."
By signing the below, you are saying that "On my honor, as an Aggie, I have neither given nor received unauthorized aid on this academic work. And I am not aware of anyone who has broken the Aggie Honor Code on this examination."

_____

1. After you give your presentation and ask a trial close the person gives an objection. What do you do? (Four points)
a. **Use one of the objection handling technique to transition back into product, marketing plan, business proposition or suggested order presentation materials address objection**. .....

2. After answering the objection what do you do? (Two point)
a. **Ask a trial close** .....
.....
3. Questions about price should be addressed at what part of the presentation? (Four points)
a. **Last, in the business proposition** .....

4. Why should price be discussed at that part of the presentation? (Four points)
To have a thorough understanding of the product and marketing plan so they know what they are buying. .....

5. If after your presentation the person gives you an objection about your product, what do you do? (Four points)

a. **Use one of the objection handling technique to transition back into discussing the product relative to the objection. The ask a trial close to see if you have answered the objection.** .....

6. After you leave the person's office, why do you make notes about what went on during the business meeting? (Two point)
a. **Enables you to prepare for the next business meeting with this person.** .....

7. After the approach you move into your main presentation. What are the three parts of the presentation in their correct order? (Three points)
a. **Product** .....
b. Marketing plan .....
c. Business proposition .....

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Descriptions of Key Elements of Your Presentation*

1. What is the name of the organization you are calling upon?

2. What do they do?

3. Is this a prospect, present, or past customer?

4. What is the buyer's name?

5. What is/are the product(s) you will present?

6. List the specifically stated and indirect buyer's needs for the product.

7. What is your basic strategy for this sales call?

7. What sales presentation method will you use?

8. What rapport building will you use before you begin your approach?

9. What is the name of your approach?

10. What are the main benefits you will mention in your approach? These benefits should relate to benefits discussed throughout the presentation and the close.

12. What are the FAB's for your product? Please list in columns. **

Features	Advantages	Benefits
a.	a.	a.

13. What is your trial close for each FAB in your product discussion? Please list.
    a.

14. What are your FAB's for your marketing plan? Please list in columns. **

Features	Advantages	Benefits
a.	a.	a.

15. What is your trial close for each FAB in your marketing plan? Please list.
    a.
    etc.

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16. What are your FAB's for your business proposition? Please list in columns. **

Features	**Advantages**	**Benefits**
a.	a.	a.

17.What is your trial close for each FAB in your business proposition? Please list.

18. What will be your suggested purchase, including such things as prices, discounts, ROI.

19. What objections do you expect from the buyer?

20. First list the category of each objection; then the name of the technique you will use to meet each objection.

a.

21. What will be your trial close for each of your responses to your expected objection?

a.

22. List the name(s) of your closing technique(s) you will use.

a.

23. What are the main benefits you will use for reasons to buy in your close?

24. How will your close relate to the benefits you expect the buyer to respond favorably when you asked your trial closes throughout the presentation? These responses could be verbal and/or nonverbal.

25. What is the name of your second close should it be required?

26. What is the name of your third close should it be required?

27. What will be your proof statement(s)?

28. What will be your demonstration(s)?

29. Attach a copy of your visuals to the back of your paper.

* Based upon your handout "Judging Criteria for your Sales Presentation" rubric.

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Name: _____ **Total Score: _____**

Marketing 335

Approach, Product, Marketing Plan Discussions
Evaluation/Scorecard

	Point Value	Your Score	Comments
Approach (attention, interest, transition)			
Professional, enthusiastic introduction			
Asked for approval to take notes			
Gained attention and interest			
Set agenda			
Correctly used approach technique(s)			
Identified needs			
Made smooth transition into presentation			
Product (matched product's benefits to buyer's needs)			
Identified key FABs related to needs			
Stressed benefits			
Overall quality of FAB 1			
Overall quality of FAB 2			
Incorporated trial closes			
Marketing plan (features, advantages, benefits)			
Identified key FABs related to needs			
Stressed benefits			
Overall quality of FAB 1			
Overall quality of FAB 2			
Incorporated trial closes			
Presentation mix			
Correctly used proof statement			
Quality of visuals			
Effectively used visuals			
Incorporated effective demonstration in presentation			
Appropriate non-verbal communication			
Expected objection			
Effectively answered objections using objection handling techniques			
Confirmed each objection is no longer a concern of buyer			
Overall			
Well-rehearsed			

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General Procedures

A. Do not lay visuals on table when discussing them.
B. Turn visual towards buyer, not towards yourself.
C. Hold up visual and point to what you are discussing.
D. Do not lean on buyer's desk.
E. Sit up straight, with both feet on floor.
F. Use appropriate vocal tone.
G. Demonstrate natural level of enthusiasm regarding what you are discussing.
    1. Move arms and hands, giving green signals.
    2. Smile; be happy, glad to be talking about your great product.
    3. Remember your customer needs this product and you are there to help them.

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Marketing 335
Evaluation/Scorecard
for Closing Sales Presentation*

Salesperson: _____ Total Score: _____

	Point Value	Your Score	Comments
Business proposition (features, advantages, benefits)			
Incorporated key SELL Sequence(s) in discussion of business proposition			
Effective justification for suggested order			
Correctly used pricing data to show cost(s), ROI, and other prices			
Close			
Quality of closing techniques			
Active listening of concern; asked questions to understand concern			
Correctly used first closing technique, including good reason(s) to buy			
Correctly used objection handling technique			
Confirms that the objection is no longer a concern of the buyer			
Correctly used second closing technique, including good reason(s) to buy			
Presentation mix			
Effectively answered objection using objection handling technique			
Confirms that the objection is no longer a concern of the buyer			
Quality of visual aids			
Effectively used visual aids			
If buyer does not buy			
Correctly responds in a positive manner			
Overall			
Well-rehearsed			
Quality level of preparation			

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Marketing 335

Evaluation/Scorecard: Final Sales Presentation

Salesperson: _____ Total Score: _____

	Point Value	Your Score	Comments
Approach (attention, interest, transition)			
Professional, enthusiastic introduction (enthusiastic introduction, good handshake looking in eyes, waited to be asked to be seated, gave and ask for business card)			
Asked for approval to take notes			
Correctly used approach technique(s), gaining attention, interest and made a smooth transition into presentation			
Set agenda			
Asked for permission to ask questions;			
Identified needs and confirmed needs with customer			
Made smooth transition into presentation			
Product (matched product's benefits to buyer's needs)			
Identified key FABs related to needs			
Stressed benefits			
Overall quality of FAB 1			
Overall quality of FAB 2			
Incorporated trial closes after each FAB			
Marketing plan (features, advantages, benefits)			
Identified key FABs related to needs			
Stressed benefits			
Overall quality of FAB 1			
Overall quality of FAB 2			
Incorporated trial closes			
Business proposition (features, advantages, benefits)			
Incorporated key SELL Sequence(s) in discussion of business proposition			
Effective justification for suggested order			
Correctly used pricing data to show cost(s), ROI, and other prices			
Ask appropriate trial close after each FAB			
Presentation mix			
Correctly used proof statement			
Quality of visuals			

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Effectively used visuals			
Incorporated effective demonstration in presentation			
Appropriate non-verbal communication			
Verification			
Ask trial close before closing			
Closing			
Correctly used first closing technique, including good reason(s) to buy			
If objection(s) occurs, correctly used objection handling technique(s)			
Ask appropriate trial close after responding to determine if answered objection(s) and if there are other objections and/or questions			
Correctly used second closing technique, if needed, including good reason(s) to buy			
Expected objection			
Effectively answered objections using objection handling techniques			
Confirmed each objection is no longer a concern of buyer			
If make the sale			
Slow, professional, enthusiastic exit, good handshake looking in eyes, reflecting ‘green’ signals			
If does not buy			
Slow, professional, enthusiastic exit, good handshake looking in eyes, reflecting ‘green’ signals, correctly used ‘exit script			
Overall			
Well-rehearsed			
Quality level of preparation			

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Example of Class Syllabus Template:

Professional Selling
Class #
Pre-requisites:
Time and Dates

Instructor:
E-mail:
Office #:
Office Hours:

Course Description (per your institution):

Learning Objectives (per your institution):

Course Objectives and Outcomes
The basic objectives for this course are to:

- Apply the Core Principles of Professional Selling to the sales workplace and marketplace
- Gain an understanding of personal selling as a major function within the marketing and promotional mix of a firm.
- Improve your communication ability.
- Familiarize yourself with the principles of selling.
- Prepare and present a sales presentation, visually, verbally, and nonverbally communicate your information using the selling skills discussed in class and in your textbook.
- Consider a career in sales.

Course Approach
Classes will be a combination of discussion, various exercises (conducted both inside and outside of the classroom), and lectures. You will participate in several role-playing exercises. The purpose of these activities is to provide you with an opportunity to practice your communication and selling skills. Your class participation is expected and appreciated.

While some will feel this is a large class size, we treat it as a smaller class. Tests and assignments are graded in a timely manner; there is ample opportunity for interaction in classroom discussions, and your professor is always available to work with you.

Required Text
Charles M. Futrell, Raj Agnihotri and Michael Krush, *ABC's of Relationship Selling through Service*, 13th edition, McGraw-Hill, 2019. You need this edition due to changes from last to new edition.

Tests
Multiple-choice and essay questions will be the main format used to test your knowledge of all materials associated with the course—such as the text, lectures, videos and possible outside guest discussions. You have up to one week after receiving your test grade to review a test.

Role Plays:

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We will use the role plays in the textbook. You will be assigned a role play and be responsible for developing a full role play. We will utilize the sales labs. Your role play will be recorded and evaluated.

Quizzes:
We will have quizzes at the end of each week. The quizzes will cover the chapters we reviewed during the week.

Policies (per your institution):
- ADA (Accommodation for Disabilities)
- Class Behavior:
- Class Participation
- Honor Code
- Attendance:
- Veteran/Active Military Status:
- Learning Accommodations:
- Communication/E-mail

Schedule:

Meeting	Overview	Key Items
1	Introduction Review Syllabus Bring textbook to class	Bring syllabus to class Bring textbook to class
2	Chapter 1	End of week quiz In-class: Be prepared to answer Sales Application Questions
3	Chapter 2	Discuss Assignment (Interview) End of week quiz **In-class:** Be prepared to answer Sales Application Questions **In-class:** Be prepared to answer case 2.1 and 2.2
4	Chapter 3	End of week quiz **In-class:** Be prepared to answer Sales Application Questions **In-class:** Be prepared to answer case 3.2 and 2.3
5	Chapter 4	End of week quiz **In-class:** Be prepared to answer Sales Application Questions **In-class:** Be prepared to answer case 4.1 and 4.2
6	Chapter 5	End of week quiz **In-class**: Be prepared to answer Sales Application Questions **In-class:** Be prepared to answer case 5.1 and 5.3
7	Sell Yourself on A Job interview role play	
8	Sell Yourself On A Job	

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	interview role play	
9	Debrief on role play	
10	Test Review	
11	Test 1 (Cumulative 1- 5)	
12	Sales Role Play Assignment Discussion & Logistics	Role play assigned could be: (At end of chapter 13→ Role play 1,2,3,4,5.6)
13	Chapter 6	End of week quiz In-class: Be prepared to answer Sales Application Questions **In-class:** Be prepared to answer case 6.2 and 6.3
14	Chapter 7	End of week quiz In-class: Be prepared to answer Sales Application Questions **In-class:** Be prepared to answer case 7.1 and 7.2
15	Chapter 8	In-class: Be prepared to answer Sales Application Questions **In-class:** Be prepared to answer case 8.2
16	Chapter 9	End of week quiz In-class: Be prepared to answer Sales Application Questions **In-class:** Be prepared to answer case 9.1 and 9.4
17	Chapter 10	In-class: Be prepared to answer Sales Application Questions **In-class:** Be prepared to answer case 10.1
18	Review role play 1	End of week quiz
19	Role Play 1	Sales Labs
20	Role play 1	Sales Labs
21	Debrief on role play, discuss role play 2	Role play assigned could be: (At end of chapter 13→ Role play 5.2, 5.3, 6.2, 6.3)
22	Test Review	
23	Test 2 (Cumulative 1 -10)	
24	Guest Speaker	
25	Chapter 11	In-class: Be prepared to answer Sales Application Questions **In-class:** Be prepared to answer Sales Application Questions **In-class:** Be prepared to answer case 11.2
26	Chapter 12	End of week quiz In-class: Be prepared to answer Sales Application Questions **In-class:** Be prepared to answer case 12.1 and 12.3
27	Chapter 13	In-class: Be prepared to answer Sales Application Questions **In-class:** Be prepared to answer case 13.1
28	Chapter 14	End of week quiz In-class: Be prepared to answer Sales Application

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