



Professional Selling

B. Robert Anderson

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TEXT FOR AUTHOR BIO: B. Robert Anderson is a Professional Salesperson who revels in the work. Toward that end he has incorporated 50 years of experience and knowledge into eminently usable form. Among other things he has served as editor of a trade publication, owner of a distribution company, head of ANDERSON ASSOCIATES, a management consulting firm, and author of over 800 articles and books. TEXT FOR BOOK DESCRIPTION: Selling is a learned profession. When the techniques of seling are applied creatively, the principles lead to success. Four editions strong, Professional Selling continues to meet the challenges of selling head-on. Author B. Robert Anderson leads readers through a complete, non-sexist survey of basic skills that dissects every phase of the sale while focusing on how to put together a complete sales plan. You'll find all the ingredients necessary to understand each individual segment of the sale. Anderson provides real problems drawn from the field, hands-on exercises, a glossary, and end-of-chapter questions and discussions with actual salespeople.

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