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Abstract

This book "The Power of Selling" is written for marketing, sales and business administration courses. It is a manual that connects theory with practice through a multitude of examples. "The Power of Selling" answers in questions such as: "What makes someone successful in sales?" "Is there a successful sales process?" and delivers an engaging and interactive experience for both instructor and students through three elements: 1. Content: In addition to the basic principles of sales, the effect of Sales 2.0 on each stage of the sales process is analyzed, including the effective way of utilizing interactive tools such as Facebook, Twitter, LinkedIn, blogs, etc. 2. Selling U: This is the last section of each chapter. It applies the concepts covered in each chapter to a student's job search. What makes The Power of Selling different is that Selling U is integrated into every chapter, which make this text the ultimate

guide to selling yourself. 3. The Power of Selling LinkedIn Group. This group was created for this book. It is a great tool for students and faculty alike to network, engage in discussions, ask questions and connect with the real world of sales. The book begins by developing introductory elements for sales, branding, and marketing. Next, the concept of customer value, the power of relationship development and the tools available to the salesperson to achieve this relationship are presented. This is followed by the development of the concepts of ethics, communication, and consumer behavior during the sales process. Then the seven steps of the sales process are analyzed, namely prospecting and evaluation, pre-approach, approach, presentation, overcoming objections, close and follow-up. Finally, the job position of the salesperson is described, and reference is made to the "sale" of the own business.

