



# Personal Selling: Building Customer Relationships and Partnerships

*Rolph E. Anderson, Alan J. Dubinsky, Rajiv Mehta*

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In line with students' current career goals, Personal Selling focuses exclusively on professional business-to-business selling rather than retail selling. Early introduction of the Personal Selling Process (PSP) engages students from the beginning, with tools for converting prospects into customers. The authors' latest research on customer loyalty and relationship marketing further distinguishes Personal Selling from other titles, which focus less on these pressing issues. Strategies for achieving long-term customer loyalty underscore how attracting, cultivating, and retaining satisfied customers leads to higher profitability for salespeople and their organizations. Clear, conversational writing allows students to easily understand the authors' research and analysis of the field. The Second Edition includes an updated discussion of technology tools and services that facilitate sales. Chapter 2 explores the behavioral, technological, and managerial forces affecting personal selling today, and discusses numerous inexorable changes within each. In addition to new examples and photos, a new feature follows an actual sales professional through the various aspects of his job.

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