

## 3.1: Introduction

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### The Power of Building Relationships: Putting Adaptive Selling to Work

Video Ride-Along with Tonya Murphy, General Sales Manager at Radio Station WBEN-FM

*Meet Tonya Murphy. Tonya has been in sales for seventeen years and has developed long-term relationships with her customers. She is a general sales manager and responsible for the salespeople that sell advertising for WBEN-FM. Customers include national advertisers such as Toyota, AT&T, and Comcast as well as local businesses that want to build awareness and drive traffic to their stores. Tonya believes that building trust is key to building relationships and ultimately building sales. Listen to Tonya share her insights about why she believes relationships are so important in selling and her tips for building successful relationships.*

*Ride along with Tonya and hear her insights about the power of relationships in selling.*



Figure 3.1.1: Copy and Paste Caption here. (Copyright; author via source)

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