

CHAPTER OVERVIEW

13: Professional Selling

- 13.1: The Role Professional Salespeople Play
- 13.2: Customer Relationships and Selling Strategies
- 13.3: Sales Metrics (Measures)
- 13.4: Ethics in Sales and Sales Management
- 13.5: Integrating Sales and Marketing
- 13.6: Outsourcing the Sales Function
- 13.7: Discussion Questions and Activities

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