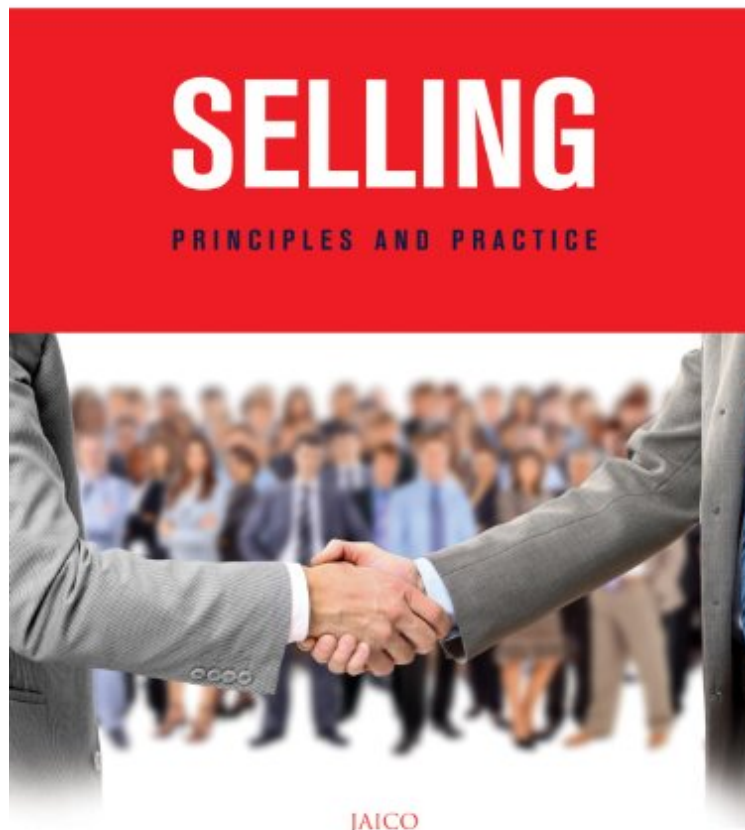


(Ebook pdf) Selling: Principles and Practice

## Selling: Principles and Practice

*Ramanuj Majumdar, Taposh Ghoshal*  
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**RAMANUJ MAJUMDAR TAPOSH GHOSHAL**



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Selling is a crucial marketing activity in today's highly competitive market. The sales function essentially becomes the link between the company and its customers. Sales professionals try to instill in their customers a trust that creates a bond between the customer and the marketer. This book aims at sensitizing people to the notion that selling skills can be acquired. If these skills are applied systematically, it could make a sales professional more effective than others in a competitive market. The book highlights different principles and practices of selling. Topics related to selling are explained using simple language, practical case studies and illustrations. Key Features—; Aimed at students of sales and marketing to learn essential skills and art of selling to enrich their selling aptitude—; Elucidates various practical situations confronted by sales personnel during day to day work and ways

to resolve them— Essential tips provided to strengthen the core competence of a salesperson— Topics explained with practical cases, examples and illustrations