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Selling Today, 13e (Manning/Ahearne/Reece) Chapter Evolution of Selling Models That Compliment the Marketing Concept 2.1 True/False Questions 1) Customer relationship management (CRM) software aids salespeople in creating and maintaining relationships with customers Answer: TRUE Diff: AACSB: Information Technology Objective: LO4 2) A company that ignores the marketing concept will not have any ...

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Selling for a wholesaler - Wholesalers employ over a million salespeople in the United States. Responsibilities of wholesale salespeople might include determining and granting credit, maintaining inventories, and helping with promotional activities.

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1. Relationship is built on shared values. 2.Both commit to same vision 3. Salesperson moves from selling to supporting.

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