Review for Midterm

1. CCCF p1-6, 11-27,31-60, 72-86

2. Sell 3rd Edition

3. Elevator pitch

4. Gatekeeper

5. Voicemail Hell

6. UDM

7. YNBF

8. MIRRORING

9. Auditory

10. Coffee Cake

11. Expert

12. Kinesthetic

13. Administrative Assistant

14. NLP

15. Trust based relationship selling  
16. Transaction focused vs. Trust based

17 Personal Selling def

18. Contributions of personal selling

19.Alternatives of Personal Selling approaches

20. Trust based sales process

21. Characteristics of sales careers

22. Classification of personal selling jobs

23. Skills required for success

24. Trust

25. Knowledge bases

26. Ethics

27. Buying

28. Buyer Evaluation Procedures

29. Post Purchase Evaluation