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Gerald L Manning, Barry L Reece and Michael Ahearne are the co-authors of the text book Selling Today: Creating Customer Value. This book was published in 2011 by Pearson Education

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Full file at _____ 9) Consultative-style selling, which emerged in the late 1960s and early 1970s, is an extension of the marketing concept. 9) _____ 10) The four major strategies that form the strategic consultative selling model are

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11) Typical salespeople spend about 30 percent of their time in actual face-to-face selling situations.

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