



Colegio de San Juan de Letran
Dominican Avenue, Abucay, Bataan
Library and Media Services

RESEARCH GUIDE: PROFESSIONAL SALESMANSHIP

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RESEARCH GUIDES

PROFESSIONAL SALESMANSHIP

I. SCOPE NOTE

The course will put selling on a professional basis – that takes into account the demands of changing times, advanced technologies, new products, and sophisticated buyers. ched.gov

II. SEARCH (BT: Broader Term, RT: Related Term, NT: Narrow Term)

BT:

- Marketing

RT:

- Sales Management
- Salesmanship
- Selling Process
- Industrial Sales Analysis
- Retail Sales Analysis
- Sales Methods
- Consumer
- Consumer Behavior
- Ethics Aspect
- Legal Aspect
- Marketing Strategy
- Personal Selling
- Product Knowledge
- Salesforce Management
- Social Responsibility

NT:

- 4Ps,5Ps, 7Ps
- Sales Champion
- Retail Selling
- Direct Consumer Selling
- Telemarketing
- Sales Representative
- Recruitment
- Training
- Customer Intimacy
- Salesforce Strategy
- Salesforce Structure
- Salesforce Size
- Salesforce Compensation

III. INFORMATION RESOURCES

A. LIBRARY RESOURCES

Note: For the appropriate access credentials, please contact the Letran Bataan Library

➤ E-JOURNALS

- Journal of Marketing Theory and Practice.
https://search.proquest.com/publication/publications_31921?accountid=190548
- Marketing Science.
https://search.proquest.com/publication/publications_4802?accountid=190548
- Journal of Business & Industrial Marketing.
https://search.proquest.com/publication/publications_36349?accountid=190548
- Journal of Personal Selling & Sales Management.
https://search.proquest.com/publication/publications_37227?accountid=190548
- Enterprise & Society.
https://search.proquest.com/publication/publications_27306?accountid=190548
- Journal of Business and Retail Management Research.
https://search.proquest.com/publication/publications_2035949?accountid=190548
- Asia Pacific Journal of Management.
https://search.proquest.com/publication/publications_30248?accountid=190548
- Journal of the Academy of Marketing Science.
<https://search.proquest.com/results/81165575291D409FPQ/1?accountid=190548>

➤ E-THESES

- Thiesen, B. (2020). Effects of increased corporate social responsibility on consumer confidence towards company with corporate social incident associated with financial fraud (Order No. 28148159). Available from Coronavirus Research Database; ProQuest Central. (2455932080). Retrieved from <https://search.proquest.com/docview/2455932080?accountid=190548>
- Bhan, Hyung Sup Zack (2018). Essays on the Applications of Quasi-Experimental Design in Studying Customer Behavior in a Multichannel Environment (Order No. 10816489). Available from ProQuest Central. (303412197). Retrieved from <https://search.proquest.com/docview/2070621129/F1954B8DF8304433PQ/9?accountid=190548>
- Guan, Huiqi (2018). Essays on Supplier's Market Encroachment Strategy: Asymmetric Information, Strategic Inventory, and Sharing Economy (Order No. 10831459). Available from ProQuest Central. (1608995430). Retrieved from <https://search.proquest.com/docview/2113460536/F5022317B5044D03PQ/3?accountid=190548>
- Reid, Michael (2015). Sales Performance and Emotional Intelligence of Technology Sales Professionals (Order No. 3731849). Available from ProQuest Central. (1608995430). Retrieved from

<https://search.proquest.com/docview/1732368020/C9C72508D6043F9PQ/20?accountid=190548>

- Kishore, Sunil (2011). Essays in sales force compensation and matching models (Order No. 3478490).
<https://search.proquest.com/docview/902746234/A31183FCB18B4D9DPQ/37?accountid=190548>
- Miao, Chenjie (2007). Salesforce control systems: An integrated approach (Order No. 3351648). Available from ProQuest Central. (1608995430). Retrieved from <https://search.proquest.com/docview/304839795/D486BE0B9A9F478CPQ/56?accountid=190548>
- Shannahan, Kirby L. J. (2006). The relationship of salesperson coachability, trait competitiveness, and leadership style on salesperson performance: An interactionist perspective (Order No. 3246584). Available from ProQuest Central. (1608995430). Retrieved from <https://search.proquest.com/docview/304912142/E1C744FBC04B4600PQ/15?accountid=190548>
- Williams, Michael Roy (1992). Organizational culture as a predictor of the level of salespersons' customer-oriented behavior (Order No. 9300911). Available from ProQuest Central. (1608995430). Retrieved from <https://search.proquest.com/docview/304009469/F1954B8DF8304433PQ/30?accountid=190548>

B. OPEN ACCESS

➤ FREE E-BOOKS

- Chunawalla, S.A. (2011). Sales Management (With Personal Selling and Salesmanship). (6th rev. ed.). Mumbai: Himalaya Publishing. <https://www.pdfdrive.com/sales-management-with-personal-selling-and-salesmanship-e54054630.html>
- Salisbury, Frank (2011). Coaching Champions How to Build a Winning Sales Team (2nd ed.). Ireland: Oak Tree Press. <https://www.pdfdrive.com/coaching-champions-how-to-build-a-winning-sales-team-e165864819.html>
- Bauer, Chuck (2011). Sales Mastery. Hoboken, NJ: John Wiley & Sons. <https://www.pdfdrive.com/sales-mastery-the-sales-book-your-competition-doesnt-want-you-to-read-e193194163.html>
- Cook, Thomas A. (2010). The Art of Mastering Sales Management. Boca Raton, FL: CRC Press. <https://www.pdfdrive.com/the-art-of-mastering-sales-management-e186085628.html>
- Peter, J.Paul (2010). Consumer Behavior & Marketing Strategy (9th ed.). New York: McGraw-Hill/Irwin. <https://www.pdfdrive.com/consumer-behavior-marketing-strategy-ninth-edition-e162386526.html>
- Denny, Richard (2009). Successful Selling Skills Creating Success. London; Philadelphia: Kogan Page. <https://www.pdfdrive.com/successful-selling-skills-creating-success-e156958544.html>
- Bly, Robert W. (2006). Magnetic Selling Develop the Charm and Charisma That Attract Customers and Maximize Sales. New York: American Management Association.

<https://www.pdfdrive.com/magnetic-selling-develop-the-charm-and-charisma-that-attract-customers-and-maximize-sales-e156778301.html>

- Bendremer, Ellen (2003). Top Telemarketing Techniques. New Jersey: The Career Press. <https://www.pdfdrive.com/top-telemarketing-techniques-e185461585.html>

➤ FREE E-JOURNALS

- Journal of Personal Selling & Sales Management. <https://www.tandfonline.com/toc/rpps20/current>
- Journal of Marketing Research. <https://journals.sagepub.com/home/mrj>
- International Journal of Marketing and Sales Education (IJMSE). <https://www.igi-global.com/journal/international-journal-marketing-sales-education/175205>
- Sales Management Journals. <https://www.iaset.us/journals/international-journals/international-journal-of-sales-and-marketing-management>
- Journal of Marketing. <https://journals.sagepub.com/home/jmx>

➤ FREE E-THESES

- Does, J. (2016). Exploring the salesperson/entrepreneurship dynamic. (Doctoral Dissertation). University of the West of England, Bristol. Retrieved from <https://ethos.bl.uk/OrderDetails.do?uin=uk.bl.ethos.680874>
- Cockrell, S. (2016). Managing the salesforce through product-harm crises. (Thesis). Michigan State University. Retrieved from <http://etd.lib.msu.edu/islandora/object/etd:4236>
- Yamboto, K. (2015). A pragmatic study of persuasion strategies in sales talk: A case of salespersons in selected markets and shops in Mongu town of Zambia/ Kapawa Yamboto. (Thesis). University of Zimbabwe. Retrieved from <http://dspace.unza.zm/handle/123456789/4167>
- Auxier, William R. (2013). The Relationship of Servant Leadership Attributes to Sales Performance of Salespersons in the Healthcare Industry in 2011. Andrews University. <https://www.proquest.com/dissertations-theses/relationship-servant-leadership-attributes-sales/docview/1399993649/se-2?accountid=190548>
- Loy-Wilson, S. (2012). The smiling professions: Salesmanship and promotional culture in Australia and China 1920-1939. (Thesis). University of Sydney. Retrieved from <http://hdl.handle.net/2123/8663>
- Macrinici, A. (2011). Consumers' Behavior Towards Telemarketing: : A Case Study of Developed and Developing Countries. (Thesis). Linköping University. Retrieved from <http://urn.kb.se/resolve?urn=urn:nbn:se:liu:diva-70946>

C. PROFESSIONAL ORGANIZATIONS

- Philippine Marketing Association. <https://www.philippinemarketing.org/>
- Internet Mobile Marketing of the Philippines. <https://www.immap.com.ph/>
- Direct Selling Association of the Philippines. <https://www.dsap.ph/>
- Sales and Marketing Institute Philippines. <https://smiphilippines.org/membership/>
- National Associations of Sales Professionals. <https://www.nasp.com/>

- World Federation of Direct Selling Association. <https://wfdsa.org/>

D. OTHER RELATED WEB PORTALS

- Sales Hacker. <https://www.saleshacker.com/>
- Heinz Marketing. <https://www.heinzmarketing.com/>
- Hub Spot. <https://blog.hubspot.com/sales>
- Sales Folk. <https://salesfolk.com/>
- Sales Gravy. <https://salesgravy.com/>
- Sandler Training. <https://www.sandler.com/blog/>
- YourSalesMBA® Blog. <https://sellhoffman.com/blog/>

E. RELATED RESEARCH GUIDES

- Harvard Business School. <https://www.library.hbs.edu/Find/Guides>
- Hinge Marketing. <https://hingemarketing.com/library>
- Shippensburg University. <https://library.ship.edu/c.php?g=21600&p=126584>
- Your Article Library. <https://www.yourarticlelibrary.com/salesmanship/salesmanship-definition-importance-duties-and-types/50988>

IV. TUTORIALS

- What is Salesmanship. <https://www.youtube.com/watch?v=BaBw0NBzDgI>
- Professional Salesmanship. <https://www.youtube.com/watch?v=yLYMMR6BmLk>
- Salesforce Full Course. <https://www.youtube.com/watch?v=l3Dk3i4GpU8>
- The 7Ps of the Marketing Mix: Marketing Strategies. <https://www.youtube.com/watch?v=ys7zx1Vc9po>
- Consumer Behavior Models. https://www.youtube.com/watch?v=1dFn_HTWlak
- Beginner Sales Training eCourse : Back to Basics Part 1. <https://www.youtube.com/watch?v=MCpi7xZz8bg>
- Beginner Sales Training eCourse : Back to Basics Part 2A. <https://www.youtube.com/watch?v=8GNAYwOPbP4>
- The Importance of Product Knowledge. <https://www.youtube.com/watch?v=iiOvLJshcxQ>
- Understanding Ethics and Laws of Selling. <https://www.youtube.com/watch?v=l3VnFQpmI3I>

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