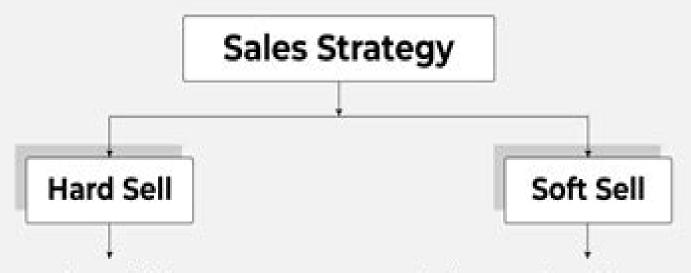
# Hard Sell vs Soft Sell



- · Direct, aggressive, and high-pressure
- Creates a sense of urgency
- Does not focus on customer relationship
- Sells products of low-cost, shorter shelf-life, one-time usage product, and small businesses
- Markets products of huge stocks and less demand
- Uses a rational appeal

- · Indirect, gentle, and low-pressure
- Does not urgethe potential customer
- Extends a long-term relationsip with the customer
- Sell products of long-term, repeated usage, and brands
- Markets products of huge demand and less supply
- Uses a emotional appeal

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#### **Soft Sell:**

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Broadcast Announcing Worktext Alan R. Stephenson, David E. Reese, Mary E. Beadle, 2005 Broadcast Announcing Worktext Second Edition provides the aspiring broadcast performer with the skills techniques and procedures necessary to enter this highly competitive field In addition to the principles of good performance this text addresses the importance of audience and how messages change to communicate effectively to various groups Television and radio studio environments announcer specializations and responsibilities and developing a broadcast delivery style are just a few of the many topics covered Factual information is presented in brief easy to digest modules and is enhanced with self study questions and projects that encourage active reader participation The self study provides an immediate check on the comprehension of what was presented and the projects allow for a practical application of key concepts in the material The worktext format with many real life examples combines both traditional textbook learning and practical experience A companion CD ROM illustrates techniques and concepts in each chapter with audio and visual examples **Advertising in the Aging Society** Florian Kohlbacher, Michael Prieler, 2016-04-08 Population aging is a powerful megatrend affecting many countries around the world This demographic shift has vast effects on societies economies and businesses and thus also for the advertising industry Advertising in the Aging Society presents insights from a large scale content analysis as well as questionnaire surveys among advertising practitioners and consumers in Japan As the most aged society in the world Japan lends itself as particularly suitable to study the implications of population aging This book shows that older people and especially older women are highly underrepresented in advertising and are generally portrayed in stereotypical albeit not necessarily

unfavorable ways This is despite the fact that advertising practitioners have a generally positive view towards using older models even though only for an older target audience Finally the book explore how both younger and older consumers perceive the representation of older people in advertising as stereotypical and partly negative and are willing to boycott companies portraying older people negatively Mastering the World of Selling Eric Taylor, David Riklan, 2010-07-30 Of the 17 million people in the U S who are involved directly or indirectly in sales many repeatedly acknowledge facing four major challenges No prior sales education or training Lack of formalized sales training resources and methodologies provided by their companies Due to the recession and downsizing era lack of 12 18 month professional sales training for new hires provided by Fortune 500 companies A consistent struggle to keep their sales force distributors manufacturers reps and affiliates motivated and focused on effectively selling their products and services Mastering the World of Selling helps companies and entrepreneurs overcome these four major obstacles with candid advice and winning strategies from the leading sales trainers and training companies in the world Acclivus AchieveGlobal Action Selling Tony Allesandra Brian Azar Baker Communications Inc Mike Bosworth Ian Brodie Ed Brodow Mike Brooks Bob Burg Jim Cathcart Robert Cialdini PhD Communispond Inc Tim Connor CustomerCentric Selling Dale Carnegie Sam Deep Bryan Dodge Barry Farber Jonathan Farrington Jeffrey Fox Colleen Francis FranklinCovey Sales Performance Solutions Thomas A Freese Patricia Fripp Ari Galper General Physics Corporation Jeffrey Gitomer Charles H Green Ford Harding Holden International Chet Holmes Tom Hopkins Huthwaite Inc Imparta Ltd InfoMentis Inc Integrity Solutions Janek Performance Group Inc Tony Jeary Dave Kahle Ron Karr Knowledge Advantage Inc Jill Konrath Dave Kurlan Ron LaVine Kendra Lee Ray Leone Chris Lytle Paul McCord Mercuri International Miller Heiman Inc Anne Miller Dr Ivan Misner Michael Macedonio Sharon Drew Morgen Napoleon Hill Foundation Michael Oliver Rick Page Anthony Parinello Michael Port Porter Henry Prime Resource Group Inc Neil Rackham Revenue Storm Linda Richardson Keith Rosen Frank Rumbauskas Sales Performance International Inc Sandler Training Dr Tom Sant Stephan Schiffman Dan Seidman Blair Singer Terri Sjodin Art Sobczak Drew Stevens PhD STI International The Brooks Group The Friedman Group The TAS Group Brian Tracy ValueSelling Associates Wendy Weiss Jacques Werth Floyd Wickman Wilson Learning Dirk Zeller Tom Ziglar Zig Ziglar Handbook of Attitudes, Volume 2: Applications Dolores Albarracin, Blair T. Johnson, 2018-10-10 Attitudes are evaluations of people places things and ideas They help us to navigate through a complex world They provide guidance for decisions about which products to buy how to travel to work or where to go on vacation They color our perceptions of others Carefully crafted interventions can change attitudes and behavior Yet attitudes beliefs and behavior are often formed and changed in casual social exchanges. The mere perception that other people say rich people favor something may be sufficient to make another person favor it People s own actions also influence their attitudes such that they adjust to be more supportive of the actions People's belief systems even change to align with and support their preferences which at its extreme is a form of denial for which people lack awareness These two volumes of

The Handbook of Attitudes provide authoritative critical surveys of theory and research about attitudes beliefs persuasion and behavior from key authors in these areas This second volume covers applications to measurement behavior prediction and interventions in the areas of cancer HIV substance use diet and exercise as well as in politics intergroup relations aggression migrations advertising accounting education and the environment Everybody Sells, Nobody Buys Pasquale De Marco, In a world saturated with salesmanship it s time to take a critical look at the persuasive techniques that shape our culture our politics and our economy From the moment we re born we re bombarded with messages trying to convince us to buy something Whether it s a new car a new pair of shoes or a new political candidate we re constantly being sold to But what are the consequences of this relentless salesmanship How does it impact our individual lives and our society as a whole In this groundbreaking book well explore the pervasive role of sales in our society Well examine how salesmanship has shaped our culture our politics and our economy We ll also consider the ethical implications of salesmanship and the impact it has on our individual lives We ll take a journey through the history of salesmanship from the rise of mass production in the Industrial Revolution to the emergence of advertising and marketing in the late 19th and early 20th centuries Well examine the techniques that salespeople use to persuade us to buy their products and services and well consider the psychological and emotional impact of these techniques We ll also look at the dark side of salesmanship from the fraudulent practices of unscrupulous salespeople to the devastating impact of consumerism on our environment This book is a wake up call to a nation of salesmen It s time to wake up to the consequences of salesmanship and to take a critical look at the role it plays in our lives It s time to question the constant barrage of advertising messages and to make more conscious choices about what we buy and why we buy it It s time to take back control of our lives from the salesmen If you like this book write a review

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