



Action Research for Professional Selling

Mr Peter McDonnell

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Action Research for Professional Selling by Peter McDonnell and Jean McNiff is for people working, or hoping to work in sales, who wish to improve their capacity for selling, and who may be involved in providing or participating in a structured sales training programme. It provides a basis for professional selling that connects the sales process to different philosophical models for understanding human interactions and contains much practical advice for selling in a tough economic environment.

Action research is used across the professions as a powerful methodology for improving performance and outcomes and will enable sales practitioners to generate their practical theories of selling. The book answers calls for evidence-based practice in sales education, placing special emphasis on the strength of a values-based approach over the outmoded manipulative models of the past (many of which are still in evidence). It is essential to develop your understanding of what you are doing, and be able to explain it, and the book shows you how to do this through researching your practice in action. It focuses seriously on selling as a field of research offering an innovative, practical approach to selling, underpinned by strong theoretical and philosophical frameworks.

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