Chapter 14 discusses the importance of customer service and personal selling. Salespeople are supposed to assist customers in the decision-making process, yet the term “salesman” often brings us thoughts of unhelpful, annoying, or pushy personnel. Watch the YouTube video “Annoying Car Salesman\_ToyotaofWH.mov” ( http://www.youtube.com/watch?v=cXuzv66mEm0Links to an external site. ) Then, answer these questions: Why do salespeople often get a poor reputation? Where do they go wrong? Why do car salesmen get the worst rap of all? What makes an excellent salesperson? What types of goals should salespeople and their companies have? After reading Chapter 14, how has your perspective on personal selling changed?