

Sales Rep Quick-Reference Cheat Sheet

Business Communication Today, 16th Edition Prepared for Pearson Sales Representatives

5-Step Sales Call Structure

Step 1: Lead with the Problem

Ask: 'Are your students being prepared to use AI effectively and ethically in the workplace?' Highlight that 100%+ of Fortune 500 companies and 90% of small business use AI; but most textbooks don't prepare students for this reality.

Step 2: Present the Solution

Introduce *Business Communication Today*, 16th Edition, as the only textbook with AI in every chapter. Emphasize ethical, professional use of AI tools.

Step 3: Share Instructor Benefits

Highlight ready-to-go materials, AI-enhanced exercises, engaging cases, and teaching checklists. Stress that it saves instructors time while boosting student engagement. (See the [authors' resources](#).)

Step 4: Emphasize the Competitive Edge

Underscore that *Business Communication Today* is the ONLY text with AI coverage across all chapters. Link directly to employer expectations and student career readiness.

Step 5: Close with Confidence

End with: 'This textbook ensures your students graduate AI-ready—equipped with human communication skills no machine can replace. Make the switch today.'