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Multiply the sales volume by the selling price per unit to determine the sales revenue. Similarly, subtract the variable cost from the sales volume by multiplying the variable cost per unit of \$145 with the sales units. Subtract fixed cost of \$4.3 million from the sales revenue to determine the profit before tax.

[Solved] Chapter 10, Problem 1 - Fundamentals of Corporate ...

selling situations appear to require salespeople with different personal traits and abilities” (p. ... Fundamentals of selling (12th ed.). New York, NY: McGraw Hill. Gerstman. (2006).

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