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Thomas N. Ingram (Ph.D., Georgia State University) is professor of marketing and FirstBank Professor of Business Administrations at Colorado State University. Before commencing his academic career, he worked in sales, product management, and sales management with Exxon and Mobil.

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Thomas N. Ingram is a Partnership of Excellence Fellow and professor of marketing at Colorado State University, USA. Raymond W. (Buddy) LaForge is the Brown-Forman Professor of Marketing at University of Louisville, USA.

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A(n) _____ warranty is a way a salesperson can create product liabilities by giving a product warranty or guarantee that obligates the selling organization even if the salesperson does not intend to give a warranty.

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3 Thomas N. Ingram and Gerhard Charles H. Schwepker, Jr., "Perceptions of Salespeople: Implications for Sales Managers and Sales Trainers," *Journal of Marketing Management* 2

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