



## Winning New Business: Essential Selling Skills for Non-Sales People

By Richard Denny

Kogan Page Ltd. Paperback. Book Condition: new. BRAND NEW, Winning New Business: Essential Selling Skills for Non-Sales People, Richard Denny, "Winning New Business" is for anyone who needs to know the skills of winning new customers but lacks the training - or the courage - to sell effectively. Richard Denny, one of the world's most renowned sales gurus, takes the fear out of selling and shows you just what to do and how to do it. In true Denny style, "Winning New Business" motivates and inspires from the first page to the last, giving you the ability and confidence to succeed. Each key topic is covered, including making a winning presentation; how to make an appointment; how to beat the competition and how to provide excellent customer care. Bursting with insight and ideas Denny gives you the techniques and tactics you need to help you maximize your ability to win, whatever your role in the company.



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