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Richard Denny is the "godfather of salesmanship" and Selling to Win has established itself as an international best-seller and classic sales text. One of the world's most inspirational business speakers, Richard has helped countless thousands of salespeople to become high flyers, and in this bestselling book he explains how to put his winning techniques into action. This 25th anniversary edition of Selling to Win has been fully revised and updated and is packed with even more unbeatable sales tips. You'll find tried and tested advice on how to: get a sale when you are not the cheapest; beat the competition; turn your customer into an ambassador; build a positive attitude that gets results; close a sale. Recognized worldwide as one of the most effective and powerful sales-improvement guides ever written, Selling to Win is the salesperson's bible. Author: Denny, Richard Publisher: Kogan Page Illustration: N Language: ENG Title: Selling to Win Pages: 00224 (Encrypted EPUB) / 00224 (Encrypted PDF) On Sale: 2013-02-03 SKU-13/ISBN: 9780749466312 Lib Category: Selling Category: Business & Economics : Business Communication - General Category: Business & Economics : Sales & Selling - General

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