



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

*Richard Denny*

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

The pressure for everyone in business to maximize sales is paramount, as evidenced by concepts like "total marketing," "living the brand," and "customer relationship management." Winning New Business is the book for everyone who needs to know the skills of successful selling but lacks the training or the courage to sell effectively. Written by Richard Denny, one of the world's most renowned sales gurus, Winning New Business takes the fear out of selling, showing just what to do and how to do it. Denny motivates and inspires from the first page until the last, giving his readers the ability and the confidence to succeed. Drawing on accessible examples from TV and sports, Denny gives readers the techniques and tactics they need to maximize their sales performance, whatever their role in the company.

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