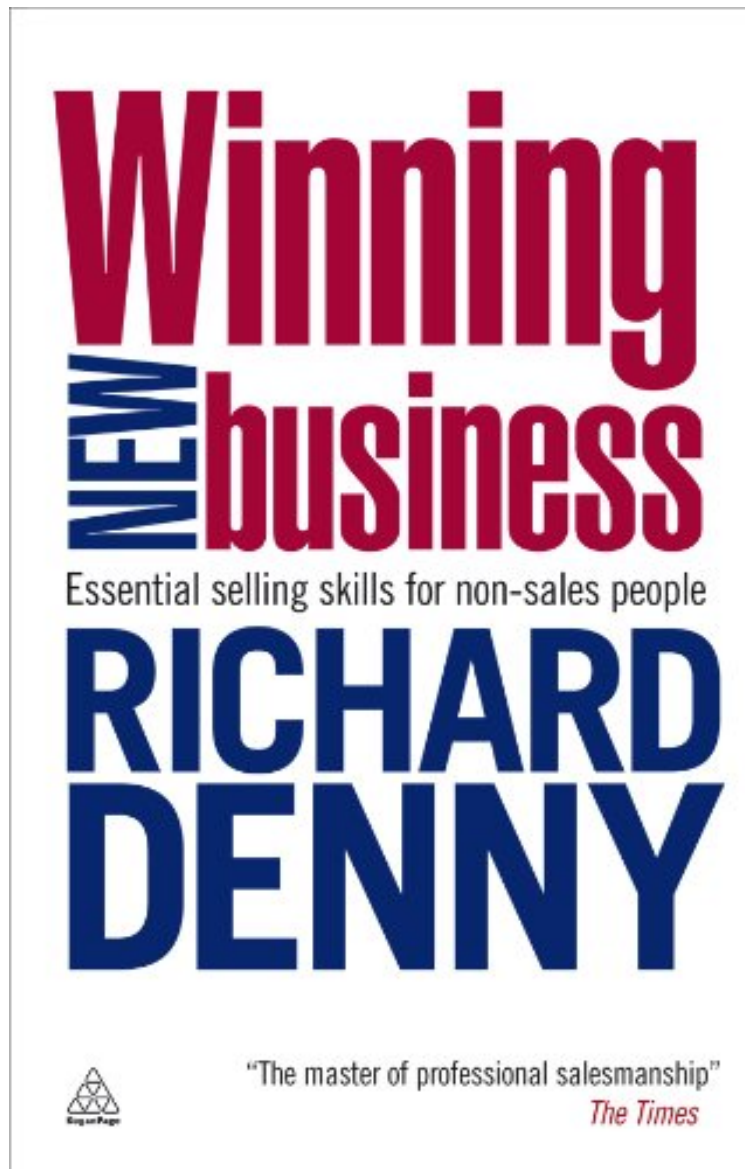


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## Winning New Business: Essential Selling Skills for Non-Sales People

*Richard Denny*

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**Richard Denny : Winning New Business: Essential Selling Skills for Non-Sales People** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Winning New Business: Essential Selling Skills for Non-Sales People:

1 of 2 people found the following review helpful. Written for the UK By C. Dunn I was looking for a tool to help coach non-sales people. The book was written for the UK and while there are a couple of good ideas here, there are better books on the subject.

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.

"The master of professional salesmanship." The Times "The UK's guru of motivation." The Daily Mail "The millionaire maker." Birmingham Post and Mail "The excellent practical tips in this book will assist and motivate even the most reluctant." Mike Crawford, General Manager Service, ABB Limited "Richard's plain speaking style brings basic and important concepts to life. If you want to be a winner in business and life, then this is an excellent investment of capital and time. Enjoy the journey." Martin Allison, Head of International Banking Services, Royal Bank of Scotland plc "Richard Denny is the master of motivation. I would not be where I am today if it were not for Richard Denny." Rosemary Conley, the UK's leading diet and fitness expert "Denny motivates and inspires from the first page until the last, giving you the ability and confidence to succeed." Making Money "Winning New Business is for all those people who have to get new clients and customers but "don't get selling." Cotsworld Journal "Once you start reading what is on offer it is not difficult to realise why Richard Denny has been described as "the master of motivation." Birmingham Post, 23 February 2008 About the Author Richard Denny is a highly sought-after motivational speaker and has become a legend on the international speaking circuit and helped thousands of people to succeed. He is Chairman of The Richard Denny Group, which is recognized as being at the forefront of business training on selling, leadership and management, customer care and business growth.