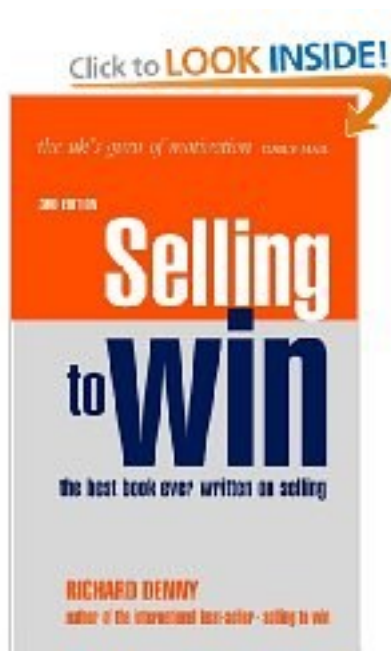


Selling to Win



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"Fantastic read, the results speak volumes." - Steve Bennett, Jungle.com. "Selling to Win" has established itself as one of the world's best-selling books on selling skills. The power of Denny's simple message has helped many thousands of salespeople become high flyers. In a very direct and accessible style, he shows how to put winning techniques into practice. Updated and revised, this third edition is even more effective, highlighting the important change needed to sell and win business in a more sophisticated and competitive marketplace. It gives practical advice on how to: get a sale when your service is not the cheapest; turn your customer into an ambassador; build a positive attitude; and beat the competition close a sale. This invaluable book is recognised as one of the most effective and powerful sales-improvement guides ever written.

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