



Successful Selling Skills (Creating Success)

Richard Denny

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Richard Denny is the ‘godfather of salesmanship’ and author of the classic sales text *Selling to Win*. As an inspirational business speaker he has helped thousands of salespeople become high flyers. Now his vast knowledge and experience is distilled in this concise new title.

Successful Selling Skills is valuable reading for both those new to sales and those who need to refresh their skills. In his distinctive, accessible style Denny analyzes the key aspects of selling, such as developing the right attitude and motivation, displaying product knowledge, identifying Unique Selling Propositions, the classic sales presentation, negotiating, handling objections and closing a sale.



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