



Selling to Win

Richard Denny

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Selling to Win

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Updated and revised, this third edition is even more effective, highlighting the important changes needed to sell and win business in an evermore 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
- Beat the competition
- Close a sale

This is a valuable book, recognized as an effective and powerful sales-improvement guide.

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