

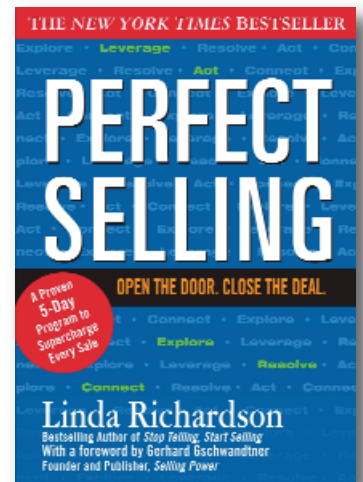
As Seen On: Perfect Selling



Perfect Selling Posted on July 1, 2008 by Dave Stein

I was honored to receive an advance copy of Linda Richardson's newest book, *Perfect Selling*.

It's the best step-by-step book on sales call execution that I've seen. *Perfect Selling* echoes the strong, skills-based approach that Linda's company, Richardson, takes working with their clients on sales performance improvement engagements.



If you're a sales leader, order a copy of the book now. Read it cover to cover—90 minutes or so the first time. (Implementing Linda's recommendations will, of course, take longer.) Then ask a sampling of your salespeople to describe how they execute a sales call, step-by-step. My guess is that there will be a gap the size of the Grand Canyon between how Linda lays out a sales call and the answers you get from members of your team. If there isn't, congratulations on your leadership position in your market. If there is, then consider this an omen—you need a comprehensive assessment of your sales peoples' skills and capabilities, now.

Filed under: Methodology, Opportunity Management, Sales Tactics, Sales Training Companies | Tagged: Linda Richardson, sales call