

"You're thinking, What? Another book about selling? Wrong! This book is about winning! These days, when those of us who sell need every molecule of competitive edge we can muster, Linda cleverly pulls it all together for us ... She serves up not only the "what you have to do," but precisely HOW to do it—execute the perfect sales call, that is—pretty much word-for-word. And she does it with a voice radiating experience, knowledge and sincere empathy for the challenging job we all have. It all just makes so much sense."

Dave Stein
CEO & Founder, ES Research Group, Inc., and Author of How Winners Sell

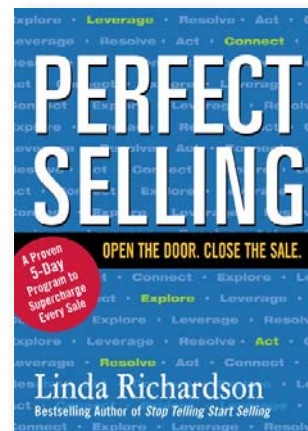
Perfect Selling

A new book by best selling author Linda Richardson

Five Days to Selling Success!

Linda Richardson, who pioneered customer-focused selling, has pinpointed 5 stages of the sales call in her new book, *Perfect Selling*. In *Perfect Selling*, she reveals how to master each stage in just twenty minutes a day—all so your sales team can meet their sales objectives. By learning her proven process, readers learn how to:

- **Connect:** with their customers immediately
- **Explore:** customer needs with strategic questions
- **Leverage:** your presentation to the client's needs
- **Resolve:** your client's objections
- **Act:** when—and how—to end the call



Perfect Selling reveals the secrets to connecting with your clients, positioning your product, and walking away with a sale. *Perfect Selling* is a **great post-seminar** tool for all participants to **reinforce** winning sales practices after Richardson's award-winning eLearning or classroom-based learning solutions.

Linda Richardson is Founder of Richardson, a leader in the global sales training industry. The recipient of many high-level sales awards, she is the author of numerous influential books, including *Stop Telling, Start Selling*; *Selling by Phone*; and *Sales Coaching*.

Pre-Order Today

Perfect Selling will be available in stores on July 7, 2008. Order your copy today and receive a special introductory price of 33% off of the retail price. To order, just fax this order to 215-940-1086 or mail it to Richardson at: Richardson, 1818 Market Street, Suite 2800, Philadelphia, PA 19103, Attn. Lori Hubbs.

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