



## Pitch Perfect: Feel the Impact of a Winning Sales Approach

By John Leach, John Moon

John Wiley and Sons Ltd. Paperback. Book Condition: new. BRAND NEW, Pitch Perfect: Feel the Impact of a Winning Sales Approach, John Leach, John Moon, Do you recognise any of these scenarios? You often wonder whether you really understand the full market potential for your offer. A contract was won by a competitor - and you didn't even know it was up for grabs. You find it difficult to get a meeting with key decision makers. You always feel that you are talking to audiences that appear distinctly uninterested. You keep losing contracts that you thought were in the bag. There are always winners and losers in business. Winners are those able to drive their business forward by consistently making sales from new and existing customers. Winners understand how to scope their market potential effectively. Winners are able to differentiate between hot prospects and time wasters. And winners retain their customers by providing solutions to their problems. Pitch Perfect will help you revolutionise your performance with a thoroughly road-tested approach to mastering the art of successful business development. You need never find yourself in any of these depressing situations again!.

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