

How to Double Your Sales in Six Weeks

Submitted by: Red Wave Communications Ltd

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From Bruce King, the bestselling author of Psycho-Selling (BBC Books), a new book: How to Double Your Sales in Six Weeks.

'Anyone and everyone in Sales should own a copy.' Ivan Misner, New York Times bestselling author and founder of BNI.

Bruce King's latest book is a manual for every sales manager, sales representative or sole trader looking for a practical strategy to significantly improve sales. Distilling a lifetime of business experience as a sales executive and corporate coach for some of Britain's top companies, Bruce King takes you step-by-step through a six-week programme of practical exercises to double your sales.

In How to Double Your Sales in Six Weeks, learn to:

- say goodbye to cold calling
- turn negatives into positives
- never be afraid of a customer
- be passionate about what you do
- visualise and realise your ultimate goals

Put Bruce King's advice into practice and having to close a sale will be a thing of the past: prospects will be asking to do business with you.

'Make sure everyone in your company gets a copy.' Reg Athwal

'Probably the best book on selling I've ever read. Very inspiring.' Thomas Power

Notes for editors

Bruce King is an accomplished public speaker and regularly appears at conferences including the Institute of Directors and internationally. He lives in Hertfordshire with his family and is available for interviews and media appearances.

How to Double Your Sales in Six Weeks is published by Ecademy Press. Original paperback. May 2008. £14.99.

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Hi-res photos available on request.

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