

About the Author

D.N. Chadha has more than twenty years of invaluable experience in direct sales with established and start-up pharmaceutical companies, in addition to more than ten years of management experience in leading sales teams to success. As the regional sales director at a major Japanese pharmaceutical company and co-director of sales at a growing pharmaceutical company, he has successfully built and managed a sales force of more than 200 sales representatives that achieved corporate sales in excess of \$150 million. While managing sales teams as a national sales manager with another start-up pharmaceutical firm, Mr. Chadha consistently exceeded revenue projections for the company. He has an enviable track record of success in both direct sales and coaching and managing sales teams that has delivered results and achieved corporate revenue goals over a period of thirty years. He has executed the eight key factors successfully by working in the trenches with his customers and sales representatives.

Mr. Chadha has a Master of Arts degree in English Literature and Bachelor of Arts (honors) degree from Delhi University in India.

He has been trained in selling and sales management by the leading pharmaceutical companies, and has received several awards for his top sales performance both as an individual contributor and leading sales teams.