

A New Book Release and Voice of Experience  
An Interactive, Practical, and Stunning  
21<sup>st</sup> century book on Selling

## **Who must read and practice Eight Key Factors to Score Touchdown in Selling?**

**For everyone who is engaged in the professional selling of a product and service in any sector, including Pharmaceutical Sales, Financial consultants, Stock brokers, Software and hardware sales, and retail sales. Even doctors, lawyers, and politicians are selling their services. Touchdown can help sell effectively to your customers and clients.**

## **Score a Touchdown by Practicing Fundamentals of Selling**

- Master Product Knowledge
- Recognize Customers Needs
- Practice Selling Skills
- Execute Marketing Plans
- Flawless Execution
- Sales Mantra
- Fifteen Touchdown Platinum Rules

### **Touchdown Provides Game Plan to Sales Success**

- **Learn and improve your knowledge and skills of Sales Process**
- **Increase sales in your territory or business**
- **Achieve sales goals and earn recognition, awards and financial rewards from your company**
- **Improve revenues and profits for your business and companies**

- **Improve your earnings potential by closing sales**

## **Selling & Football**

-  When you are not up to mark with your product knowledge and sales techniques, you will be sacked by your customers, just as in football (Product Knowledge and Sales Training).
-  If you address customer concerns, you will not fumble (Selling Skills).
-  If you practice regularly, you will win the selling game (Selling Skills).
-  If you satisfy customer needs, you have earned the right to close the deal and score a touchdown (Selling Skills).
  
-  If you practice together and support your team, your company will be the champion (Flawless Execution).
-  Top salespersons are like superstars because they possess a diehard attitude to perfect and win their game (The Art and Science of Selling Touchdowns).
-  Building enduring long-term business relationships with your customers is like scoring extra downs in many playoffs (Flawless Execution).
-  Act as a Quarterback, so you can dodge and block product competition (Flawless Execution).

-  If your customer signals that he or she is ready, move quickly and score the field goal (Selling Skills).
-  When you fail to follow federal or state regulations, and industry policies, you will get a penalty and be reprimanded (Product Knowledge and Sales Training).
-  If you do not present your competitive advantages to your customer, you will be intercepted by your competition (Selling Skills).
-  If you are on sales calls, give your best playoff champion performance and get an extra point (Selling Skills).
-  "The excitement and thrill of scoring a Touchdown is similar to closing a big multi-million dollars deal or closing a sale."

## *Sales Mantra*

Listen to your customers. They will give you all the clues you need to close the deal. Sell with passion and confidence. Execute flawlessly with your arsenal of selling skills and tactics. Master the 8 Factors and claim your mantle of Sales Champion.

## D.N.Chadha Creates a New Definition of Selling

D.N.Chadha defines consummate salesmanship "as part art and part science." Selling is the art of creating enduring customer relationships and the science of tactical execution that culminates in profitable revenues.

## ***15 Selling Touchdowns Platinum Rules***

- *Your positive attributes are critical to your success.*
- *You may not attend office, but you do report to your clients every day.*
- *When you are not prepared or engaging, you will fumble and fail.*
- *Failures are lessons to use as stepping stones for future success.*
- *“Shut up and listen to your customers and you will close more deals.”*
- *You sell what the customer wants, not what you want.*
- *Address issues and concerns or be sacked by your customers.*
- *Practice regularly to improve performance and maximize sales.*
- *Act as quarterback for your team to block and dodge competition.*
- *In sales, as in Football, technique is nothing without passion.*
- *Score extra points by developing long-term business relationships.*
- *Sell with confidence and passion and you will have repeat customers.*
- *Consider salesmanship as part art and part science.*
- *Have a diehard attitude to win despite all odds.*
- *Perform like a superstar during playoffs or championship games.*

### **How to Order Touchdown: Eight Key Factors to score a Touchdown in Selling:**

***Touchdown: Eight Key Factors to Score a Touchdown in Selling*** is available for sale online at Amazon.com and other channels .You can order Touchdown by clicking the link:

<https://www.createspace.com/3387898>

The direct link to Touchdown on Amazon.com is:

<http://www.amazon.com/Touchdown-Salesperson-D-N-Chadha/dp/1448612349/>

Face book: Link

Website: dnchadha.com

