

Press Release

FOR IMMEDIATE RELEASE:

An Interactive and Practical 21st century book on Selling presents 8 Key Factors to Score Touchdowns in Selling similar to Touchdowns in Football.

New nonfiction book provides game plan to sales success

Touchdown by D.N. Chadha leads sales professionals to the goal of No. 1 sales rankings by following eight key factors

HOPKINTON, Mass.

- Touchdown: Eight Key Factors to Score a Touchdown in Selling by D.N. Chadha seeks to coach professional salespeople in any industry toward the goal of top sales success. “I am offering you the analogy of selling and football,” says Chadha. “The eight key factors to score a touchdown in selling also can be applied to the game of football, so this will help you to understand and execute these eight key factors in your selling game.” Chadha has successfully executed the eight key factors he recommends by working in the trenches with his customers and sales representatives for more than 30 years.

Chadha, who has more than 20 years’ experience in pharmaceutical sales and 10 years managing sales teams, outlines in Touchdown key factors such as selling skills and strategies, a positive attitude, goals and a plan of action, team spirit, product knowledge and training , customer focus and flawless execution. The results of following these mantras, according to Chadha, are improved revenues, increased profits and strong business relationships. Chadha also coaches readers in six ways to sell during tough economic times, and he creates a new definition of selling: “Consummate salesmanship as part art and part science.”

Sushil Bhatia, Ph.D., M.B.A., professor and executive in residence at Sawyer Business School at Suffolk University , says, “I shall recommend Touchdown...to my entrepreneurship students at Suffolk University for practical suggested reading as they prepare to launch their business ventures. I am sure that they will benefit substantially.”

“I sincerely want to share my success in selling with millions of my readers in the U.S. and around the world,” says Chadha. “I hope that Touchdown will help you to achieve significant success in your sales career.”

Touchdown: Eight Key Factors to Score a Touchdown in Selling is available for sale online at [Amazon.com](https://www.amazon.com) and other channels .You can also order Touchdown from: <http://www.createspace.com/3387898>