

## Chadha pens book on achieving sales success

In his new book, "Touchdown: 8 Key Factors to Score a Touchdown in Selling," D.N. Chadha of Hopkinton seeks to coach professional salespeople in any industry toward the goal of top sales success. Chadha has more than 20 years of experience in pharmaceutical sales and 10 years managing sales teams. The book is available on Amazon.com.

Business Digest for Saturday, Feb. 26, 2011

By Anonymous

### The MetroWest Daily News

Posted Feb 26, 2011 @ 10:23 AM

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### [Touchdown: Eight Key Factors to Score a Touchdown in Selling by Author & Sales Expert D.N....](#)

By Book Buzz on February 13, 2011 - Touchdown: Eight Key Factors to Score a Touchdown in Selling by Author & Sales Expert D.N. Chadha Gives An Analogy of Football To Selling Touchdown: Eight Key Factors to Score a Touchdown in Selling By... [+]

D.N. Chadha Publisher: CreateSpace ISBN: 9781448612345 Pages: 104 Published: August 2010 Touchdown: Eight Key Factors to Score a Touchdown in Selling by D.N. Chadha seeks to coach professional salespeople in any sector.

Thank you so much for the copy of your informative monograph on selling entitled "Touchdown -8 key Factors to Score a Touchdown in Selling."

I have had time to read through the early portion of the book and found it very instructive and certainly extremely valuable with the emphasis on the human and motivational factors that result in a successful sales person.

Congratulations on this fine work!

A. Roberts Bellows, M.D.

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Thanks for sending the much-awaited "Touchdown." Many many congratulations on this achievement! I am sure it will change the life of many if they take advantage of the wisdom contained in it. My eye fell on page 15 where I read the words "...every day bring an opportunity to shine every day." Every schoolboy in the US, nay students all the world over, should write these words of wisdom on the walls of their rooms: These words will inspire them to capture opportunities every day. What noble words are these only if we have the genius to measure their depth? Opportunities come to many, but only a few seize them and prosper.

B.M.Singh PhD  
Former Senator, Punjab University  
Chandigarh, India

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