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Ray Collis, John O'Gorman : Quick Win B2B Sales: Answers to Your Top B2B Sales Questions before purchasing it in order to gauge whether or not it would be worth my time, and all praised Quick Win B2B Sales: Answers to Your Top B2B Sales Questions:

QUICK WIN B2B SALES is aimed at sales professionals who are interested in new ways of boosting their sales success. It contains the answers to the questions most commonly asked by sales people selling business-to-business solutions ndash; questions that relate to the principal sales opportunities and challenges faced everyday.

About the Author Ray Collis and John O'Gorman are successful salespeople turned sales consultants. They come at

selling from a new angle - that of the buyer. John has been selling and consulting internationally for organisations such as Digital, Compaq and Eontec (acquired by Siebel). He completed his International MBA in 2004 and holds a Bachelor of Commerce degree. Ray has consulted to companies such as Smith + Nephew, Nilfisk, BT Wholesale and Norsk Hydro. He has Master's and Bachelor's degrees in Business and Marketing. John and Ray act as sales advisers to ambitious sales organisations, government agencies and educational institutions.