

New Book Release - Step by Step Guide to Driving Sales Performance By The Applied Principles Of Emotional Intelligence

*Critically Acclaimed Sales Expert and Business Author
Unlocks the Secrets to Successful Selling with Emotional
Intelligence in New Book*

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The practical guide uses a step-by-step process that anyone can effectively leverage to drive stronger sales outcomes. This book is destined to become required reading in sales courses everywhere.”

*Michael Finn: Managing
Director - Nitto Denko*

MELBOURNE, VICTORIA, AUSTRALIA, April 9, 2017
/EINPresswire.com/ --
Immediate Release

Monday, April 10th, 2017.

Contact: Daniele Lima – Phone: +61 3-9576-8486
Email: admin@roadscholars.training

Melbourne, Victoria, Australia. Renowned business strategist and author of: Marketing Works; Unlocking Big Company Strategies For Small Business, Daniele Lima has in his latest book: The Practical Guide to Selling with Emotional

Intelligence addressed the key reasons and solutions as to why over 90% of all selling across the board, fails to achieve its goal.

“Most sales people whether they work in their own business or as part of a company generally have a high degree of technical skill in terms of knowing a lot about their product and usually that of their rivals as well. As well these same people are almost always highly trained in traditional selling skills and technique and despite this the vast majority of sales calls made fail to achieve a sale” states Lima.

“ Over the last ten years I have made an exhaustive study to identify why sales and business development people alike fail to achieve their targets and have through this process, identified key flaws in their selling skills technique coupled with a lack of applied emotional intelligence. Over the last five years, I have used this analysis and have outlined the essential steps for anyone to successfully sell any product in any market at any stage.”

This expertise comes together in his new book, The Practical Guide to Selling with Emotional Intelligence and sets a new standard for textbooks on teaching selling skills to modern day sales people. The author has written it to provide anyone wanting to achieve more in sales a simple, logical guide to combining proven sales techniques with the most modern and useful emotional intelligence principles that combine, to provide true insight and help drive optimal performance and sales.

The Practical Guide to Selling with Emotional Intelligence employs a step-by-step process of how

each person regardless of experience, rank or market, can effectively leverage the same techniques used by Lima himself to grow the bottom line for their business. Additionally, the book provides real life examples, succinct summaries and worksheet templates that can be easily incorporated into a sales plan. Destined to become a main stay in sales training, it will provide you with the same skills and selling tools that Daniele Lima's large corporate clients enjoy.

Daniele Lima has a formidable record of achievement having worked for over thirty years in virtually all areas of business in private, public, large and small companies; including Caltex Petroleum, Metrail and Bristol-Myers Squibb.

Lima is also the founder of the renowned, nationally accredited 'Road Scholars' sales and marketing training courses. Daniele Lima is a sought after consultant to several multinational firms, author, key note speaker, certified practicing marketer and Fellow of the Australian Marketing Institute. He is also the founder and Managing Director of Road Scholars Training & Business Consultancy and holds individual national and global sales and marketing records as a sales man and marketer for his products. To interview Daniele Lima or for more information on: The Practical Guide to Selling with Emotional Intelligence, please phone: 61413 297 617 or email on: admin@roadscholars.training or go to www.roadscholarstraining.com

Daniele Lima
Road Scholars Training & Strategic Consultancy
+61 4 13207617
email us here

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