



## The Causes of Sales Success: The Key to Navigating the Maze of Sales

By Tom Payne

Createspace, United States, 2012. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Neil Rackham, one of the foremost authorities on sales and author of numerous bestsellers, including SPIN Selling, writes the following about Tom Payne s new book, The Causes of Sales Success This eminently practical and useful book has something for everyone in sales, from new entry to the most experienced key account executive. Its mix of ideas, examples, cases and quotes from history and literature make it fun to read. There is a law of cause and effect, and perhaps for the first time this book applies this law to sales. It describes a field-tested, classroom-taught system that raised a small Midwestern company to total market dominance over much larger, universally known rivals.

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