



The Joshua Principle: Leadership Secrets of Selling

Tony J. Hughes

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This unique business novel captures the essence of sales leadership. Everyone in business or professional selling should read it to learn how to become truly strategic and more effective in positively influencing others.

Joshua Peters is a salesman in crisis - after losing a key deal, his boss threatens him with the sack and he has doubts concerning his choice of career. His father is a sales veteran who progressed all the way to CEO but can't help directly as their relationship is at an all time low. But a mentor's intervention from the other side of the world powerfully transforms everything as Joshua learns about the RSVP concepts and applies them to the biggest and most complex deal of his life. The story culminates with a powerful meeting that changes the lives of mentor and protegee forever - and finally reveals *The Joshua Principle*.

In addition to the RSVP concepts and the importance of focused execution, readers will also learn about The Value Quadrant for Professional Sales Agents, The New ROI for sales organizations, the seven sins of selling, the ten laws of relationship and strategic selling, how to develop and execute effective strategy, the history and evolution of professional selling, how to create business value for both buyer and seller, how to successfully sell at the top of a buying organization, avoiding the 'see-more syndrome' with evaluators and recommenders, a values based approach to ethical selling, decision drivers and buyer motivations, and much more.

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