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## **New Weapon to Battle Shrinking Sales**

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### NEW WEAPON TO BATTLE SHRINKING SALES

***“Selling in Tough Times,” a new book by sales expert, Linda Bishop, tells companies how to implement an actionable plan to grow sales in a down economy.***

Atlanta, GA (December 4, 2008): “Selling in Tough Times,” a new book by sales expert Linda Bishop is a powerful weapon for companies who recognize they can combat shrinking sales by sharpening the skills of their sales team.

“It is now official. The National Bureau of Economic Research has confirmed what many business leaders already knew. We’re in a recession,” Linda Bishop says. “This book is a practical how-to guide that tells you how to grow sales in a down economy. Some current customers will defect to low-priced competitors while others will press you to cut prices. To reach revenue goals, salespeople need to see more prospects, make better sales calls, and close more orders.”

Richard Cosier, Dean and Leeds Professor of Management at The Krannert School of Management, Purdue University calls this book timely.

Linda Bishop was a top performer and commission salesperson for seventeen years before founding Thought Transformation, a national sales consulting company. By applying her knowledge of sales best practices, Thought Transformation has experienced triple digit growth

every year since its inception. She expects that growth to continue by applying the principals outlined in her book.

“During economic upheavals, there are plenty of opportunities for salespeople who fearlessly pursue them. My book is a proven battle plan for everyone wanting to control their destiny and succeed, no matter what the newscasters report about the economy,” says Bishop.

### **About the author**

Linda Bishop is a sales and marketing expert who founded and runs a national sales consulting company called Thought Transformation ([thoughttransformation.com](http://thoughttransformation.com)). Her articles have been featured in many publications. She has spoken to and trained groups of all sizes on sales, customer service and marketing topics.

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