

Trevor K. Whittaker brings his more than thirty-five years of business and sales experience to bear in Entrepreneurship Sales 101, sharing a mine of information with would-be sales people. There is an art to selling, and as selling is the absolute foundation of business (Entrepreneurship (minus) 101 - Whittaker's first book in this series) it is important that entrepreneurs and their sales staff are familiar with and experts in the art of the deal. From summarising needs to the close, Whittaker analyses each step in handling prospects, supplying his own methods and insights along the way, such as the sales quadrant and kpa (key performance areas). Whittaker shows that sales is a people industry where both the prospect and the sales entrepreneur need to understand each other for both sides to benefit in terms of efficiency, opportunity and success.

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