



TopLine Leadership's New Book Featured in Washington Post

RENO, NV — Aug 4, 2011 — *Slow Down, Sell Faster!*, the new book by Kevin Davis, president of [TopLine Leadership](#), has just been named one of the top five business titles for July 2011 by the Washington Post.

The book, says Davis, presents a counterintuitive view of selling. "Salespeople are always being urged to speed up, to get to their close quickly," he says. "But I show in this book how the key to speeding up the sales process is to actually *slow down each sales conversation*."

Selling at the right speed is an art. "Salespeople have to realize that customers don't care about the salesperson's selling process. They care about their buying process. An understanding of buying is where selling should start."

Since 1989, TopLine Leadership has been providing customized B2B sales training and sales management seminars and coaching. This approach is based on practical, proven learning solutions for creating elite sales teams.

Download free copies of Chapter 1 from *Slow Down, Sell Faster!* and white papers on *Overcoming the 10 Biggest Mistakes Sales Managers Make* and *Top 12 Mistakes Salespeople Make* from www.toplineleadership.com.

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