



Tom Bird and
Jeremy Cassell

brilliant selling

Third edition

Praise for the third edition of *Brilliant Selling*

The fundamental issue all firm leaders must address in these transformational times is: 'Why will clients continue to retain my firm?' *Brilliant Selling* provides inspiration as well as actionable techniques, ideas and tips to help you address this essential question. The book encapsulates the valuable teachings that Jeremy has shared with me and my firm as a consultant and coach, and I highly recommend it to all fee earners and to business professionals serving in marketing and business development and practice management roles. It sits proudly on my desk, ready to be dipped into when I need inspiration.

Wendy Bernero, *Global Chief Marketing Officer & Global Director
Clients & Practices, Baker McKenzie*

Having led numerous sales training initiatives, I am aware that so many can flounder if the content and the trainers are not fit for purpose. I have worked with both Jeremy and Tom in our business, Univar Solutions. They have worked with me personally, consulted on special projects, coached senior leaders and trained various parts of our global organisation. I love the fact that they have been able to translate their pragmatic and hands-on approach to this new edition of *Brilliant Selling*. I believe the content of this third edition is just right for both salespeople and sales managers. Jeremy and Tom's approach is simple, fresh and modern, focused on the key selling challenges (for example, social media is here to stay, whether we like it or not!) and will help optimise individual and team performance. This book will certainly be used in any business I lead.

Nick Powell, *President of EMEA & Asia Pacific, Univar Solutions*

I know these guys. I like their approach and their material. How? When I am not doing Comedy Store improvisational work, I am also a business trainer and coach. Tom and Jeremy are well known on the circuit for their engaging delivery, grasp of a brief and deep expertise in sales. Like me, you will get to know them and trust them if you read the third edition of this book and start taking action

Brilliant Selling

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CEO of BT

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