



Cincinnati, OH Author Publishes Book on Professional Sales

This Book is a Must Read Sales Guide for Both the Novice and the Experienced

The Defining Skill in Selling, a new book by M. Tim Welch, has been released by Dorrance Publishing Co., Inc.

In this must read sales guide discover how a new model will catapult you towards your potential in selling. While knowing how products work is essential; understanding how people work can change the landscape of virtually any business venture. This book is dedicated to bringing your performance in alignment with your sales potential.

The Defining Skill in Selling is a 296-page paperback with a retail price of \$12.00. The ISBN is 978-1-4809-8973-3. It was published by Dorrance Publishing Co., Inc of Pittsburgh, Pennsylvania. For more information, or to request a review copy, please go to our virtual pressroom at www.dorrancepressroom.com or our online bookstore www.bookstore.dorrancepublishing.com.