

Sales guru Northcott releases second volume

Sales guru Marshall Northcott, of SMP Strategies, has released his second volume of insights, strategies and personal observations that has made Northcott a leading-edge professional in the area of sales training for business professionals.

In his latest effort, Northcott shares much of his own background and experiences that make this second volume a must have for those in the business industry.

In 1988, Northcott began

his journey in sales and has since expanded his knowledge in the areas of sales, sales training and customer service.

Northcott believes that the key to mastering sales successes is a positive attitude

In addition, he has expanded his horizons from sales to include writing Weekly Sales Insights, to holding the position of president for his Toastmasters club.

Companies such as Rogers AT&T have been

provided with training by SMP, and many other top Canadian sales organizations have used it to train and educate their staff.

In addition to his first book, Sales Insights Volume 1, Sales Insights Volume 2 is available to purchase at independent retailers and Chapters and Indigo stores across Canada.

Northcott is also available for interviews, personal appearances and speaking engagements by contacting SMP at 1-866-896-6603.