

BUSINESS

WEDNESDAY, DECEMBER 24, 2003

Insights on selling offered in book

Cambridge sales consultant and motivational speaker Marshall Northcott has published his first book.

Sales Insights is billed as “motivation, inspiration and soft skills for business owners, entrepreneurs and sales professionals.”

Sales Insights is self-published through Pandora Press in Kitchener. It costs \$13.95 and is available at a number of local book stores, including Words Worth Books in Waterloo, The Bookshop at Pandora Press in Kitchener, and Book Express in Cambridge.

It can also be ordered online at www.smpstrategies.com.

Northcott worked in sales before starting his own training and consulting company, called SMP Strategies, three years ago.