



# The Naked Salesperson: A Stripped Down Approach to Selling with Confidence

*Renee Walkup, Sandra McKee*

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Forget that nightmare about standing in front of a conference room, giving a pitch in the nude. With *The Naked Salesperson*, you'll learn how to become so confident giving sales presentations that you'll never fear a pitch again.

Inside, Rene Walkup, founder of SalesPEAK, Inc., and Sandra McKee show you how to focus on the sales essentials and sell *au naturel* by taking the N-A-K-E-D approach:

**N**avigate the sale by creating a plan.

**A**pproach the pitch and the audience with enthusiasm.

**K**ee your buyer with you throughout your presentation.

**E**ngage listeners in a well-managed, message-matching Q&A session.

**D**rive the presentation home and get the buy.

Through detailed instructions and illustrative case studies of successful naked salespeople, you'll learn how to become assertive and confident with the N-A-K-E-D approach to selling. Forget freezing up or rambling on; with *The Naked Salesperson* you'll strip down, exude confidence, and get the buy.

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