



# ACUMEN

Implementing Sales Knowledge  
Book Review

“Pitch Perfect”

By John Leach and John Moon

Reviewed by Coral Horn

“I would recommend this book to anyone in business whether new or existing I believe it can offer you some direction and renewed focus on the sales strategy of your business. It has some good case studies which can provide some food for thought and the tables and workshops within can add some clear structure in you approach. It not only looks at the sales cycle but us as sales people and our attitude. The chapter on making your presentation and pitching for business will give you some new ideas and also aid with the tender process.”