



ACUMEN

Implementing Sales Knowledge
Book Review

The Jelly Effect
Andy Bounds

Reviewed by Coral Horn

This book will help you to communicate your sales message to people you meet in all business scenarios. If you are a business owner and don't see yourself as a sales person or struggle to communicate what you do effectively then this will help you. We always say that you need to clearly communicate your message and ensure the information you deliver to your prospective customer is relevant to them as that is what they are interested in. This book will help you to do this whether it be at a networking event, a sales presentation or pitching to a client. Delivered jargon free in plain English with scenarios that I am sure you will find relevant to you.

People don't always see things the way you do, with better communication you can create a clearer picture for them.