

*There are only two ways to grow a business:
sell more to existing clients; get new clients.*

And the latter usually involves a pitch.

*Sidney Peimer combines his years of
experience with extensive research to tell a
story that will forever change your view on
new business pitching. He strips away the
myths and legends - revealing pitch strategies
that really work.*

*The Clear Win is a landmark in the world of
business books, bringing together empirical
evidence with abundant insight, to provide an
inspired perspective on winning new business.*

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