

Shut the Hell up and Sell

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2026-08

Synopsis

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inLanguage	english

Why? Why do we do what we do in sales? Sounds simple right? I assure you it is not.

In my decades as a sales practitioner and leader, I have seen the same mistakes repeated time and time again. The reason? Sellers don't have an intimate understanding of their sales why.

I'm not talking about the overused cliché of why. I'm talking about understanding the personal impact of each task in the sales process. They are told by trainers and managers to do tasks and activities, but don't really understand intimately how those tasks impact their success. What I seek to do in this book is bridge the gap between personal impact and tactical execution. Through relatable storytelling pulled from my crazy life as a sales leader, you'll come to understand the philosophies that will inspire you and enable you to understand and execute that tactical aspect of sales.

The simple, practical truths in this book will bring back your joy and fuel you to new levels of sales success.

Reader's comments

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