

THE PROBLEM

Sales has lost its soul.

Pressure replaces purpose. Quotas crush people. Customers can feel it—and they're done playing along.

THE SOLUTION

Free: The Only Way to Sell isn't another tips-and-tricks book.

It's a shift—a bold framework for selling without fear, force, or fakery.

Built on real success at Dell, Salesforce, and Cisco, this book rewires how we think about sales.

You'll learn how to:

- Break the pressure-based model
- Sell in a way that builds loyalty and longevity
- Unlock performance through purpose and clarity
- Grow a team that's proud of how they sell

Foreword by Gary Daichendt, former Executive Vice President of Cisco Systems

For those who lead, those who sell, and those who know success should feel more like freedom.

Paul Yankey

Author | Professor | Transformation Strategist



NEW BOOK

BY PAUL YANKEY

FREE

The only way to sell

By Paul Yankey

GET YOUR COPY TODAY!



INNOVATIVE INK



AMAZON