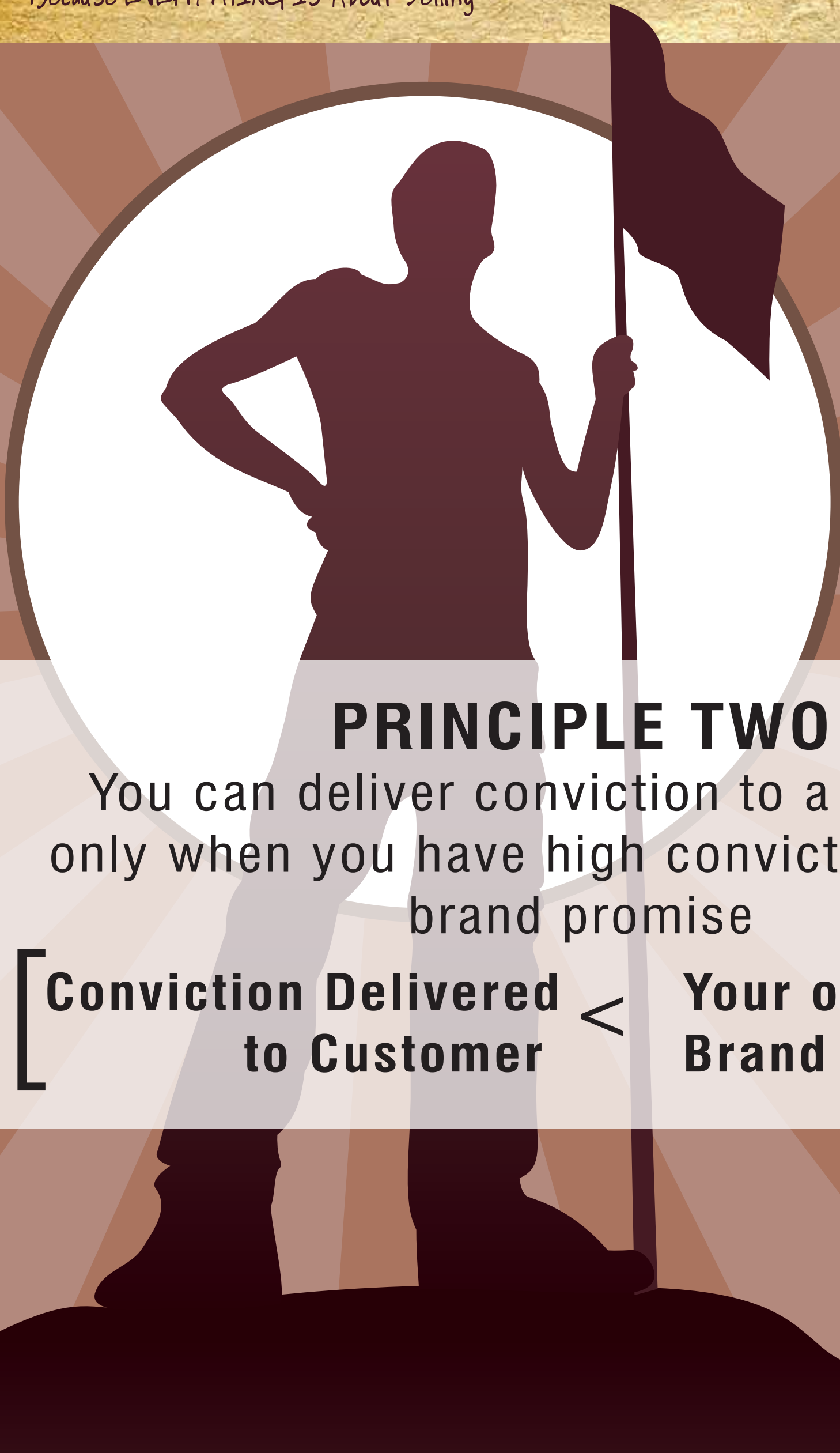


Best SELLERS

Because EVERYTHING Is About Selling

by
Devang Kanavia
& Tanveer Shaikh



PRINCIPLE TWO

You can deliver conviction to a customer only when you have high conviction on your brand promise

[Conviction Delivered to Customer < Your own Brand Conviction]

