

**About the Author**

Nick Baldock is an international speaker and sales improvement consultant working with clients across the globe helping them convert sales effort into better sales results. Following a highly successful sales career in Finance, Media Advertising and Recruitment, he has been delighting audiences across Europe and USA as a speaker, sales trainer and business development consultant. His new book 'The Value House' (Ecademy Press) is out now. See [www.valuehousebook.com/](http://www.valuehousebook.com/)

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