

PRESS RELEASE

Sales Gurus Speak Out! – New Canadian Best-selling Book

September 2005

For Immediate Release

Fifteen Top Sales Experts Share Their Insights for Sales Success

Ottawa – *Sales Gurus Speak Out* is the sixth book in the best-selling Experts Who Speak book series. A ‘guru’ is a teacher, guide or mentor and always a trusted counselor. A guru is a leader in their field and recognized as an innovator with the driving force to propel others forward. For *Sales Gurus Speak Out*, the editors have chosen 15 top sales trainers, coaches and consultants – the gurus in the field of sales – to provide the reader with their collective wisdom, proven expertise and ‘real world’ approaches for sales success.

Sales Gurus Speak Out assists the evolving sales professional with the daily challenges they face and provides the innovative information needed today. Where else can you find the proven expertise and wisdom of 15 top sales trainers, coaches and consultants in one book? Each have taken the absolute essence of their work and teaching and condensed it into chapter form. And the information in each chapter is written with the focus on providing the reader with the new tools, skills and systems that they need to excel, and in a format that is easy to read and learn.

Topics cover the sales process from start to finish, including the sales relationship, staying focused, increasing visibility and income, innovative marketing, integrating new technologies, enhancing communication strategies, uncovering new and niche markets, solving resistance and closing issues, and even life balance for sales professionals.

Sales Gurus Speak Out will soon be available at major chain and independent bookstores, as well as amazon.com. For more information or to purchase a copy please visit www.salesgurusspeakout.com or call 1-800-287-8610 (toll-free North America)

Contact the Editors: Kathy Glover Scott (613) 271-8636

www.kathyglowerscott.com

kathy@kathyglowerscott.com

Adele Alfano (905) 578-6687

www.diamondwithin.com

adele@diamondwithin.com

NOTE: Last minute requests for media interviews are welcome.

Media Backgrounder for *Sales Gurus Speak Out*

In *Sales Gurus Speak Out*, 15 top sales trainers, coaches and consultants – the gurus in the field of sales – provide the reader with their collective wisdom and proven expertise to propel them forward at a time when the rules of sales are rapidly changing. It is a unique goldmine of information and expertise geared to put the sales professional, their business and their bottom line on a new trajectory for success. The 15 chapter authors and subjects are as follows:

AUTHORS (in chapter order):	CHAPTER TITLE:	AUTHOR'S LOCATION:
Michel Neray	Everything Starts with a Conversation	Toronto, Ontario
Bob Urichuck CSP	Up Your Bottom Line: Control the Buying Process	Cantley, Quebec
Richard Peterson,CSP	High Stakes Presentation Tactics for Sales Warriors	Toronto, Ontario
Pauline Fleming	Catch the Sales Vibe	Ottawa, Ontario
Jan Eden	Sell Yourself First	Calgary, Alberta
Rick McCutcheon	Power Up Your Sales with Technology	Whitby, Ontario
Patrick Leroux CSP	The Seven Qualities of Sales Champions	Montreal, Quebec
Mark Bernard	Telephone Prospecting	Calgary, Alberta
Harp Arora	The Most Important Brand You'll Ever Sell is Brand You	Waterloo,Ontario
Wanda Dzierzbicki	Your Power Broker's Strategy	Wilsonville,Ontario
David Saxby	Sales and Marketing – The Integrated Approach	Calgary, Alberta
John Eitel	It's Not About You	Los Angeles, Ca
Pam Switzer	Secrets to Navigating the Complex Sale	London, Ontario
Brian Jeffrey, CSP	Conquering the (Dreaded) Price Objection	Ottawa, Ontario
Tim Breithaupt	Confirming the Sale: Doubling Your Close Ratio	Calgary, Alberta

Contact the Editors: Kathy Glover Scott (613) 271-8636

www.kathyglowerscott.com

kathy@kathyglowerscott.com

Adele Alfano (905) 578-6687

www.diamondwithin.com

adele@diamondwithin.com