

FOR IMMEDIATE RELEASE

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A SIMPLE PRESCRIPTION FOR SALES SUCCESS!

New AMACOM book presents proven strategies to help sales professionals enjoy better results and a better life

Becoming truly successful in sales is a journey. Along the way, sales professionals must confront challenges involving perceptions, and mental barriers as they learn how to work with clients and manage their own careers.

YOUR SUCCESSFUL SALES CAREER by Brian Azar (AMACOM; \$17.95

paperback, August 3, 2004) is a one-of-a-kind manual for rookies and seasoned sales pros alike. The author sees **YOUR SUCCESSFUL SALES CAREER** as a good starting point for pros who want to change the way they do business. The book builds on the revolutionary — but common sense — idea that customers deserve to be respected, protected, and honored. “It’s not about learning how to sell,” Azar writes, “it’s learning why people buy and helping them make the best choice.”

Readers will find valuable insights and advice on how to manage their career, from deciding whether sales is right for them, to finding the right job, and even handling mid-career burnout. The book reveals powerful “how-to” information for every aspect of the sales career journey, integrating a holistic approach to making money in this rewarding profession. And running contrary to most sales theories, the author says goodbye to the old game of pushy, high-pressured salesmanship, and instead offers insights in the new world of pressure-free selling. Anyone who has the commitment and determination to be successful in sales, will benefit greatly from The Sales Dr’s “Sales Interview” approach.

This powerful career-enhancer offers self-assessment exercises, true-to-life job scenarios, and techniques that will help salespeople rise to the top of their profession. Readers will learn:

- 1 The 25 Low-Cost Ways to Attract New Prospects Without Cold Calling
- 2 Why it's important to concentrate more on "*why people buy*" than on "*how to sell*" techniques for reaching the real decision makers
- 3 Why you should never begin a sales "interview" with a presentation
- 4 How to uncover customers' true wants and needs with less effort
- 5 How to deal with inevitable "*burnout*" or "*plateaus*" experienced by most salespeople.
- 6 How to have your "*Gold*" clients sell for you.

A surefire "prescription" for great results, this book is a "*must read*" for anyone who needs to be a better communicator and negotiator in their business, career or professional endeavors!

YOUR SUCCESSFUL SALES CAREER will help anyone who wants to become a highly effective corporate executive, salesperson, entrepreneur or business-owner, become a happier, healthier, more fulfilled (and better compensated) master of sales.

About the Author

Brian Azar (Durham, NC), "The Sales Doctor," has trained more than 20,000 professionals during his tenure at Xerox Corp. and The New York President's Club. He was editorial advisor to *Success Magazine* and contributing editor of *Selling Power* magazine.

To engage "The Sales Dr." for sales training, keynotes, workshops, coaching, or meeting or retreat facilitations, you can visit him at:

www.SalesDoctor.com

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