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Tips and Best Practices For Every Sales Situation: From Prospecting and Presenting to Negotiating and Closing, These Strategies Will Help You Seal the Deal

Chicago — More than 16 million Americans work as sales professionals, and tens of millions of small business owners and service professionals need to “sell” their own business. While many lack the resources to obtain formal sales training and education, they have demonstrated an insatiable thirst for practical information and techniques that will help them present to, close, and keep clients.

Corporate communications training consultant Dianna Booher has decided to share her strategies, with a comprehensive collection of tips and best practices that cover the entire marketing and sales cycle. In ***From Contact to Contract: 496 Proven Sales Tips To Generate More Leads, Close More Deals, Exceed Your Goals, and Make More Money*** (Dearborn Trade Publishing, September 2003, paperback, \$19.95), Booher provides wisdom gleaned from her 20+ years advising *Fortune* 500 companies on how to increase sales. These insights will help both novice and seasoned sales professionals quickly brush up their skills for any situation, including:

- Prospecting, generating leads and nailing appointments
- Formally presenting your product or service
- Gaining commitment from clients and leading them through implementation
- Negotiating the best deal for all concerned
- Dealing with difficult buyers
- Selling to senior executives
- Keeping your pipeline pumping
- Staying motivated during a competitive upsurge or economic downturn

While the compendium of tips is formidable—496 in all—***From Contact to Contract*** gets right to the art of selling without delving into lengthy explanations of sales models and theory. Its easy-to-skim format makes it attractive for all levels of readership and education, and unlike other resources, it covers all facets of sales in one complete primer that sales professionals can use again and again.

“Those who excel in any field do so because they continually upgrade their skills and take responsibility for their own learning,” says Booher. “The guidelines in this book should help you do the same, as they take you through the complete sales cycle from A to Z,” she adds.

Dianna Booher is the CEO of Booher Consultants, a communication training firm whose clients include 25 of America’s 50 largest corporations and 227 of the Fortune 500. An internationally known expert and author of more than 40 books on sales and communications, she frequently presents keynotes and workshops on such topics as developing winning sales proposals, business and technical writing, sales presentations, interpersonal skills, customer service, and personal productivity. Booher was recently named to the list of “21 Top Speakers for the 21st Century” by *Successful Meetings* magazine, and was awarded the coveted *Certified Speaking Professional* designation.

From Contact to Contract: 496 Proven Sales Tips To Generate More Leads, Close More Deals, Exceed Your Goals, and Make More Money (\$19.95, 304 pages, 6 x 9, softcover, ISBN: 0-7931-6800-7) is available at neighborhood and online booksellers or by calling 800-242-4941. Dearborn, a Kaplan Professional Company, is the nation’s premier trainer and information provider for business and financial leaders committed to profiting from breakthrough ideas.