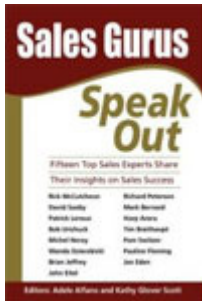


# Sales Gurus Speak Out



Written by Noelle Munaretto  
Monday, 03 September 2007

If you're in the middle of a slump and need an extra boost to get your sales career off the ground, finding the inspiration and motivation to turn things around can be a daunting task. *Sales Gurus Speak Out* helps salespeople feeling stagnant analyze their careers, their character and their beliefs by providing the encouragement necessary to get out there and sell with newfound confidence.

The book has fifteen contributors who are each outstanding leaders specializing in sales, career coaching and motivational speaking. These top experts share with the reader important personal and corporate strategies they have learned throughout their sales careers. Furthermore, certain contributors approach some of the most difficult aspects of sales—including telephone prospecting and the dreaded PowerPoint presentation—and offer practical tips that can lead to successful communication with both existing and future clients.

The advice in the book, however, is not strictly limited to the boardroom. The contributors want to bring out the best in your sales personality and their insightful words prove that making the right changes to your sales career can make your life more fulfilling while making your pockets more full.

## **Different perspectives for different people**

Though *Sales Gurus Speak Out* is densely packed with sales advice, each of the authors keeps the tone light. This conversationalist approach to the writing makes each chapter a more enjoyable read and compels one to keep turning the pages. While certain contributors such as Bob Urichuck and David Saxby prefer to get down to business with a straightforward approach to their chapters, other contributors like Harp Arora and Patrick Leroux fill their pages with motivational quips and funny sales stories.

Perhaps the most innovative chapter is by Pamela Switzer. Backed by her 25 years of sales and sales management experience with various big-name companies, she structures her chapter like one that could be found in a novel. Two main characters interact in an office and, in turn, show the reader how to get better results in their sales career.

Each contributor brings something special to his or her chapter, and the variety of voices heard makes the book appealing to many people looking for help with sales. Women, men, business students and CEOs can all identify with certain elements of the book, making it a fun and informative way to hone one's sales technique.

## **It's all about the customer...and you**

In *Sales Gurus Speak Out*, focusing on developing one's personal life is a reoccurring topic touched upon by all of the contributors. The process of selling is an extremely customer-oriented profession where creating a lasting and professional impact on one's client is one of many necessary steps required to seal that deal. However, this book shows that what is even more essential in a sales career is one's personal attitude, appearance, confidence level and a solid belief in the product being sold.

Author Wanda Dzierzbicki opens her chapter with the following, "...You'll also learn why introspection, personal balance and self-renewal are contingent to the success of your career."

Dzierzbicki—an executive director of a marketing and communications company—has created a wonderful chapter that encourages salespeople to not only examine their corporate identity. Her *attitude audit* focuses on empowering an individual in sales by having them assess their life experiences, sales strategies, and the

ways they rejuvenate while away from the office. More importantly, she stresses that examining the notion of personal identity can lead to increased business gains and individual gains—a true “win-win” situation.

It is impossible to express all of the inspiring stories and tools expressed and demonstrated in this essential guide to sales. Whether you’re just starting your business or looking for ways to increase your market share, *Sales Gurus Speak Out* will give you some terrific ideas on how to close the deal.

### **About the Editors**

Kathy Glover Scott is a multi-dimensional speaker and executive coach with the power to transform. Kathy teaches and weaves together best business practices with advanced energy work to help attain powerful results. She is the author of *Esteem!* and *The Successful Woman*, and in demand as a cutting edge keynote speaker and leader in innovative energy practices.

Canada’s Diamond Coach Adele Alfano is known nationally as an inspiring speaker, heart-warming keynoter, informative seminar leader, co-publisher and author. Renowned for her proven techniques, she has helped hundreds of people capitalize on their unique abilities to maximize their potential. She has been nominated for Woman of the Year in Hamilton. Her monthly newsletter, *Spread the Sparkle*, has been well-received all over the world. She is also the founder of the consistently sold-out “fun”-raising events in Southwestern Ontario called *Kiss my Tiara!*

Authors: Various

Editors: Adele Alfano and Kathy Glover Scott

Pages: 204

Publisher: Experts Who Speak Books



### **ABOUT THE REPORTER:**

Noelle Munaretto, The Eye Opener, Ryerson University [www.theeyeopener.com](http://www.theeyeopener.com)