

Hate to Sell?
Don't Know How to Sell?
Don't Consider Yourself a Salesperson?

This is your ticket to sales confidence. Gain new insight and a personal paradigm shift on what sales and marketing are really about. This book is the foundation, inspiration and information you need, especially if you're a little reluctant to get out there and sell!

In today's fiercely competitive marketplace,
sales skills are not just an advantage; they are a necessity.

This Book Is For:

- Professionals (Attorneys, CPAs, Consultants, etc.)
- Self-employed & Free Agents
- Small Business Owners

You Will Discover:

- A new perspective on selling that is achievable and realistic.
- Your personal sales cycle, how to keep that sales pipeline filled and how to shorten the sales cycle in order to speed up results.
- The secret to selling your products and services by not focusing on what you offer or trying to persuade the prospect to buy.

TIFFANIE is the founder of Lyon Sales Institute, inspiring people to better understand and appreciate the concept of selling, in order to increase their sales-confidence and their businesses. She has 17 years of sales experience and is passionate about her philosophy: EVERYBODY SELLS! She distributes her message through keynote speeches, seminars and educational products. www.lyonsalesinstitute.com



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“SALES” Is NOT a Dirty Word!

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THE Inspirational Selling Guide
for Non-traditional Salespeople



*"Tiffanie Lyon is right: Everybody sells. Like it or not, we're all in sales. That's why this book is so timely and valuable. It's a smart and practical guide that can help people in any profession do better – perhaps *much* better – at this crucial aspect of business."*
– Daniel H. Pink, author of *A Whole New Mind* and *Free Agent Nation*

"Tiffanie provides you with what you need to know, but more importantly, what you need to do, in order to generate momentum and have more success in selling your programs, products, services, and ideas!. This is one book you want to keep handy, and refer to it over and over again."
– Mark LeBlanc, author of *Growing Your Business!*; 2007-2008 President, National Speakers Association

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