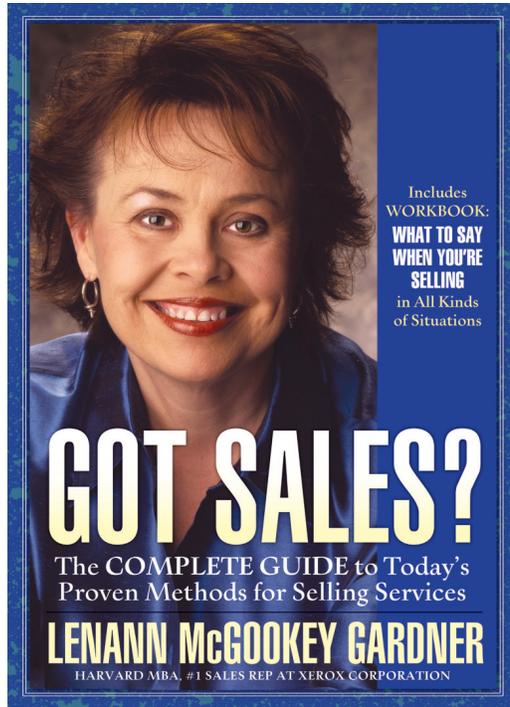


About the Book



Got Sales?

Read **JUST ONE BOOK** And Learn Everything You Need To Know About 'What's Working Now' In Selling Services.

Got Sales? The COMPLETE GUIDE to Today's Proven Methods for Selling Services is an asset for everyone, not just sales reps. Whether you're an Accountant, Consultant, Attorney, Scientist, Architect, IT Professional, Hotelier, Insurance or Financial Professional, Contractor or Banker in need of new clients — or if you want to grow revenue from established customers — you need this book.

The reality of business today is that everyone must sell — regardless of their position. *Got Sales?* takes readers through the steps necessary to communicate better, make the sale, and build positive relationships that will continually payoff with referrals and increased profits.

Based on sales data from the past 15 years, Gardner uncovers the most effective sales techniques to close business and increase profits in today's challenging market. *Got Sales?* shows readers how to:

- Communicate the value of the services you deliver.
- Distinguish yourself from the competitive noise.
- Articulate what you offer so it is clear how you can alleviate your prospect's pain.
- Find new clients who have a problem you can solve.
- Manage an introductory conversation with a prospect so they will take your call the next morning.
- Follow-up to maximize new revenue and become a preferred supplier of services.

Gardner also offers an additional 66-pages of field tested word-for-word sales dialogues that show readers how to put these state-of-the-art selling and closing strategies into action the day they read them.

Got Sales? can turn anyone into the company's rainmaker with its information, tips, and 'can't miss' sales strategies. Read it today and achieve your growth goals.

Order your copy now at www.YouCanSell.com

“ The 'Lenann thing' has become ingrained in our approach. We have closed 106 new pieces of business in just 110 days after working with her. ”

— Ron Stewart, Partner
Heard, McElroy & Vestal