

For Immediate Release
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Improve Marketing Strategies and Sales Results At New YouCanSell.com Web Site

Visitors to site can register to win a Got Sales? book and CD package

Albuquerque, NM – Professionals can improve their business development skills, marketing strategies, and sales performance with the new YouCanSell.com, the web site for international sales expert Lenann McGookey Gardner. The site has a new look and fresh content about sales and marketing skills, including helpful articles and videos.

Lenann McGookey Gardner is a Harvard MBA and an expert in state-of-the-art selling and closing skills. She merges her success in sales and marketing with 15 years of worldwide research into today's best practices in selling, to give professionals optimal selling skills for today's frenzied marketplace. Gardner is the author of *Got Sales? The Complete Guide to Today's Proven Methods for Selling Services*.

Visitors to the new site can register to win a prize package including *Got Sales?* plus the four-disc audio CD version of *Got Sales?* and the *Driving to the Sales Meeting* CD, a value of \$105. Simply visit the Contact Page at www.YouCanSell.com, fill in the contact information and ask to be entered into the prize package drawing in the comment box.

The new YouCanSell.com includes a video/audio section showing Gardner as a keynote speaker, providing sales and marketing advice, and being interviewed on television. Audios include radio interviews and podcasts. The latest article posted to the articles section is titled, "Do You Have All the Elements of a Solid Sales and Marketing Foundation for Your Business?"

The site features a jigsaw puzzle piece image, which Gardner explained by saying, "The best people for me to work with are with those who have a great service or great product,

but they're just not particularly good at – or maybe not up-to-date on – what's working in sales and marketing now. I'm able to give them the magic piece that they're missing, the sales and marketing piece, and then they soar!"

Lenann McGookey Gardner has worked with professionals from over 45 countries around the world and in 32 U.S. states, to help them massively improve sales results. She is an award-winning salesperson and marketing executive, and winner of the American Marketing Association's state Professional Services "Marketer of the Year" award. Her book *Got Sales? The Complete Guide to Today's Proven Methods for Selling Services* was nominated for the Axiom Business Book Award as the best sales book of the year. She also offers executive coaching through www.YouCanLeadCoaching.com.