

Frequently Asked Questions

About the book: The Sales Messenger

What is the full title of the book?

"The Sales Messenger: Ten Lessons for Sales Success in Your Business and Personal Life." Most people just reference the first three words, because they are in large print on the cover and reference the main character that acts as a mentor to the three salespeople used for examples in the book.

Why did you decide to write this book on selling skills?

In 2004, I had the urge to share in print what I have done in workshops, seminars and my own career for many years. I knew these tools and concepts could help others become more successful. I have contributed articles for many publications, so I felt it was time for the book. I finally relooked at my draft and with the encouragement of others, took it to Tremendous Life Books in the hope of publishing.

What is different or special about this book?

The book is written as a story of three salespeople from different industries who in their networking, admit, they are not where they want to be professionally. They are experiencing stress, frustration in the sales process, and falling short of their goals. In their quest for answers, they find a professional who will coach them in their own sales process as well as tips to help them with relationships in life. The reader can be part of this development process as the book provides personal exercises throughout and assignments at the end of each "coaching session".

Who is the primary audience for this book?

The obvious audience is sales representatives, experienced and new. Sales Managers and Directors will also benefit in that it will help them coach their own team. It is also designed to assist a customer service professionals, entrepreneurs and especially valuable for independent business owners.

Who else might benefit from reading the book?

It may be cliché to say everyone can benefit, yet everyone really does sell. Most employees are trying to sell themselves to an employer whether for a new job or a promotion. Parents want to sell a specific value to their child. Teachers are selling ideas, thoughts, and learning to their students. Having the examples and exercises in this book may be helpful in planning what to say and when to say it.

Endorsements

I just read Mary Anne Davis' "The Sales Messenger". An excellent book for the sales person who must prospect and develop their book, as well as one who wants to more efficiently manage their time. I picked up several useful strategies and tactics in it, and it will be the basis for several good Blog articles going forward. It is compact and very useful for anyone associated with sales. I recommend it.

- Stephen Gobeli, General Manager at Alcatel-Lucent

"The Sales Messenger" is a book that every salesperson should have right away! Instead of letting your salespeople learn from their mistakes, let them learn from the three example experiences in this book. I suggest giving this book to new hires in the sales department the day after they come back from orientation. Or if your organization has a sales training program in place, pass it out at the beginning of their first training day and emphasize how reading it can help them plan and make sales.

- Shirley Fine Lee, author of "R.A!R.A! A Meeting Wizard's Approach" and "TAPP Steps in Time Management"

I highly recommend that you buy and read this book [The Sales Messenger] and apply its teachings. The increase you will see in your sales is well worth the investment of your time and money."

- Tom Cunningham, Senior Research Director for Canadian Business Journal and The American Business Journal

How can this book help improve sales?

It helps an individual manage sales activity by being able to focus on the things that matter most. This applies to both managing time as well as keeping the pipeline full with qualified prospects. The book does not just stress to keep the customer first; it gives concrete tools on how to do this. When a miner is prospecting, he is always focused on finding the mineral. When a salesperson is prospecting, he or she should seek to discover the needs, wants, and dominant buying motives and be wise enough to know the difference. The reader will have a process by which they can match their product or service to what the customer really wants and needs.

Who or what was the inspiration for this book?

This book is dedicated to the late, Jor E. Molchan of Weymouth, Massachusetts. This book was inspired from the actual activities that took place in our own weekly sales meetings from 1981 to 1988 where I learned to produce at industry award winning level starting in my first full year in the life insurance business.

Has anyone reviewed the book?

Besides customer reviews on Amazon, I am tracking any other reviews or press related to "The Sales Messenger" book on my website as part of the product information available to readers about the book. The product page lists posts by bloggers, print and web reviews, book excerpts, press releases, and author interviews or appearances. The direct link to all those reviews is <http://www.peakperformancesolutions.com/the-sales-messenger.html>.

Where can people buy this book?

Single and multiple copies in print or e-book can be bought directly from my publisher at TremendousLifeBooks.com by searching for "Sales Messenger." The printed book is also available on Amazon.com using the same book search criteria.

If people want more of your writing, where can they go to find it?

I have a blog where I add various tips and share interesting videos I find. The blog is available through a link on my website at PeakPerformanceSolutions.com. I also have some interesting information under the Resources tab of the main website.

"The Sales Messenger" is all about the basics of selling products or ideas. It was a good, easy read filled with specific, practical ways to sell. If you are trying to have influence through your work, family or community involvement read this book!
- John C. Stoeckle, Sr. Pastor at First Alliance Church

In today's complex world of strategic account management, win/loss analysis and sales effectiveness research, it always puzzles me when I see frontline sales professionals butcher the most basic sales skills. Basic blocking and tackling still reigns supreme. If you are a frontline sales pro or a manager who coaches them, Mary Anne's book [The Sales Messenger] provides the solid foundation you need to be more successful in sales.
- Mike Kunkle, Sales Effectiveness Director at Insphere Insurance Solutions

"The Sales Messenger" is a tremendous book. Whether your career is in sales or not, it's a book that will give you insight and methods to better navigate the world in which we live.
- Anthony Michalski, Founder and Owner of Kallisti Publishing

If you are a seasoned veteran or a new salesperson just getting started, I can highly recommend Mary Anne's new book "The Sales Messenger". The message is one that any salesperson could hear a thousand times, and each time you read it you most likely would be reminded of things you can do to make yourself a better person, and is so doing become a better salesperson.
- L. Greg Voisen, Founder of Inside Personal Growth

Frequently Asked Questions

About the author: Mary Anne (Wihbey) Davis

How long have you been in business as Peak Performance Solutions?

I founded Peak Performance Solutions® in Dallas, Texas in 1994. I still believe in my original company commitment to “*move individuals to action*” through training and advanced learning is still relevant today.

How long have you been doing sales training?

I became the Vice President of Training in 1991 at Allianz Life of North America (formerly Fidelity Union Life), Dallas, Texas. In this role, I personally taught all the sales training topics in our new agent training, created home office training courses for our business market, retirement market and advanced sales.

How long were you in sales roles before you moved to training?

Prior to moving into training, I was a Sales Representative for the same company for ten years in Boston, Massachusetts. I am proud to say, I consistently produced at industry award winning level. During my career at Fidelity Union, I was inducted into the company's Hall of Fame, and was the first woman ever selected to speak on the main platform at the Annual Leaders Convention and led the company for three straight years in qualified pension sales.

What type of training do you provide in addition to sales?

Besides sales training, Peak Performance Solutions® has a track record in management and leadership development, presentation and communication skills, and other fundamental business skills like collaboration, conflict management and more. A great deal of our training incorporates DiSC behavioral style products and tools through Inscape Publishing. Through our approved contractors, we offer a variety of computer training classes featuring Microsoft office, Project Management, and Lean Six Sigma.

Is training all you do?

In addition to training, at Peak Performance Solutions, we offer keynote presentations for annual meetings and conventions. We also provide consulting services in the area of curriculum development, call center best practices, and executive coaching services. We also sell helpful products including books, training materials, hiring and behavioral assessments. We are an authorized distributor for Inscape Publishing, the first company to commercialize DiSC. Our current offerings can be found on PeakPerformanceSolutions.com under the tabs called Products or What We Do.

Who are some of your client companies and what might they say if asked about the work you have done for them?

Peak Performance Solutions has done business with fortune 500 companies and others including Trinity Industries, AmeriSource Bergen, Blue Cross Blue Shield of Texas, La Quinta, Walmart, AOL Time Warner, MCV Guam, Caris Diagnostics, United Way, North Texas Tollway Authority, and more. Testimonials from many of our clients can be found at www.PeakPerformanceSolutions.com. We believe they would share with you their satisfaction because as of today, our business model is made up of repeat clients and word of mouth.

Are you personally a member of any local professional groups or have any special certifications?

I am an active member of the Dallas chapter of the American Society of Training and Development (ASTD), Women in Financial Services (WIFS). I have served on the boards of these two as well as Sales and Marketing Executives. Peak Performance Solutions is a Women Business Enterprise Certified Company (WBENC) and holds North Central Texas Regional Authority Certification (NCTRA). I obtained my Chartered Life Underwriter and Chartered Financial Consultant (CLU, ChFC) designations while serving in the insurance industry.

What do you do in your spare time away from your business?

Hobbies include exercise and while I love cycling, I don't do much because of the traffic now in Dallas area as well as traveling.

Where are you from originally?

I grew up in Springfield, Massachusetts on the "Van Horn" side of Hungry Hill.

Where did you attend college?

I received a Marketing Bachelors from the business school at Western New England College in Springfield, Massachusetts.

How can people get in touch with you or connect with you to learn more?

The best way to contact me is to call or email my company, Peak Performance Solutions. Company contact information is on the website PeakPerformanceSolutions.com. I also have social network icons on the website so people can connect with me through Facebook, LinkedIn, or Twitter.