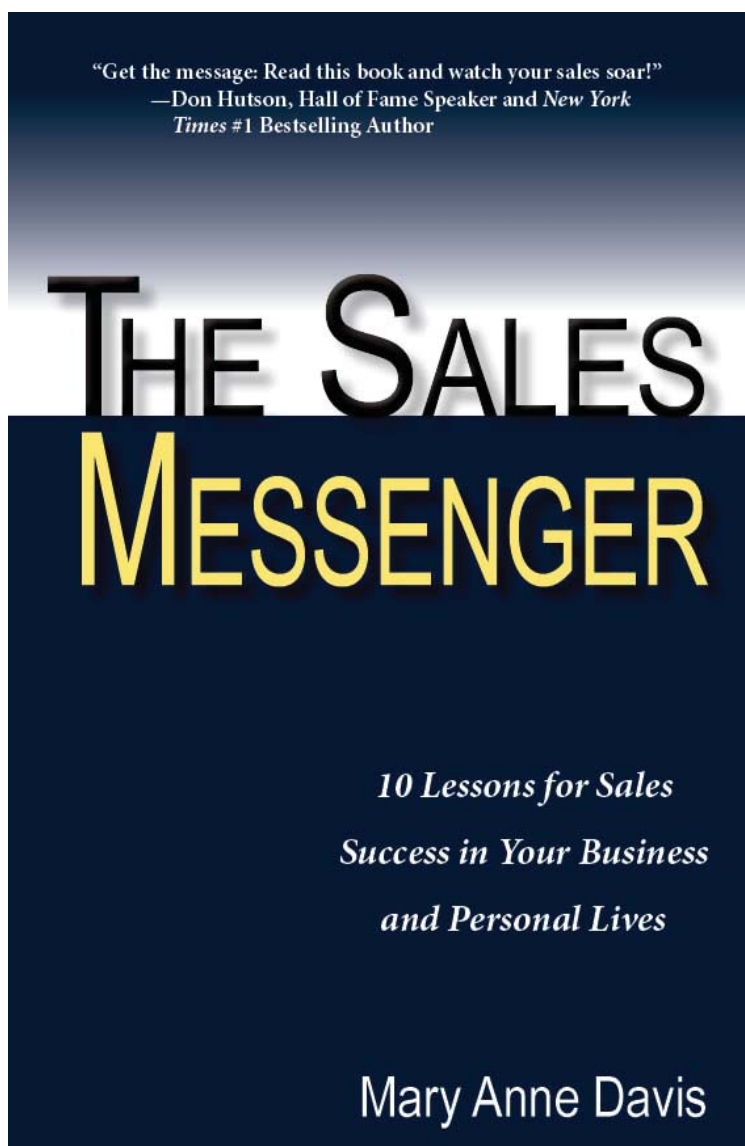


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Selling is the art of convincing people to your way of thinking, and it is not just isolated to products or services. It is also related to ideas. As master communicator Brian Dodge once said, "For those of you who have children, if you ain't selling them, someone else is." "The Sales Messenger" is especially beneficial to sales professionals, but it is also a practical, informative book that can benefit anyone—because everybody is selling something in one form or another. Whether you are trying to sell a product or service for your company, or even if you are just "selling" your husband or wife on the idea or concept of relocating to a new state, at some point and time you are selling. You might also be selling yourself in a job interview, selling your children on the concept of doing the right thing, or as a campaign manager you might be helping to sell a political candidate. This book will help you gain the basic knowledge and improve the skills necessary to become more effective at selling any idea, product or service. "The Sales Messenger" is a back-to-the-basics guide with engaging chapters containing helpful assignments that reinforce its critical concepts.

Mary Anne Davis is the President and Founder of Peak Performance Solutions. She is an internationally recognized sales and management consultant and trainer, and has helped an international Blue Chip list of clients achieve bottom-line results with her dynamic leadership and expertise. Her articles have appeared in respected business publications and periodicals, including Manager's Magazine, the Boston Globe, and the Dallas Business Journal. Before founding Peak Performance Solutions, Davis spent 10 years as a successful sales professional with Allianz® Life of North America, consistently achieving Million Dollar Round Table results and winning performance awards. Her achievements led to her induction into the company's Hall of Fame, and she was the first woman ever selected to speak on the main platform at the Annual Leaders Convention. She moved from sales to the home office as Assistant Vice President of Professional Development.