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Success In Business

Secrets Of Top Sales Professionals

(NAPSA)—Anyone who's ever wondered why getting to "yes" comes so easily to some people and not to others may be able to learn a lot about sales success from a group of successful salespeople.

Sales experts from a variety of industries have contributed to a new book on topics from finding prospects and keeping the pipeline of referrals flowing to the all-important close. These sales gurus reveal the secrets that took them from green to gold.

For example:

- Zig Ziglar, an icon of sales training, offers this tip for sales success: "The more salespeople know about their prospects' needs, the better position they are in to meet those needs. Not only that, the trust factor goes up when the prospects see salespeople intensely listening."

- Domestic diva Martha Stewart says it's important to understand "the social dynamics that have created the opportunity for your business." Women looking to learn how to run their homes efficiently was what helped her succeed.

- Sales trainer and business consultant Harvey MacKay recommends asking the prospect: "Do you have exactly two minutes to discuss a product that can save you money and boost your productivity?"

- And Brian Tracy, author of 42 books on human potential, sales and business, offers this wisdom: "Whenever you start setting clear,



In a new book, sales experts from a variety of industries offer lessons in mastering their art.

specific goals for every part of your sales life, you will be amazed at the results."

That's the kind of advice you can find in "Masters of Sales: Secrets From Top Sales Professionals That Will Transform You Into A World Class Salesman" (Entrepreneur Press), the newest title in Entrepreneur's best-selling Masters Series.

More than 50 sales specialists (including Jack Canfield, Tony Robbins, Jay Conrad Levinson and more) cover topics including building client value, technology, communication, attitude, goals, getting clients, handling objections and more. Each chapter examines a different aspect of the sales process, and there are "how-to" sections that people from every sales sector can apply to both career and daily life.

For more information, visit www.MastersBooks.com.