

## *News Release*

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### **Building Leaders Supports Homes for Our Troops**

CHICAGO, IL – To celebrate its 10<sup>th</sup> anniversary in 2009, Building Leaders, Inc. will donate 10 percent of sales from their popular DriveTime Diploma™ Series of Audio Sales Training CDs to the non-profit organization, Homes for Our Troops, during their anniversary year.

Started in 1999, Building Leaders provides sales training and consulting services to a wide variety of industries. “This is a wonderful way for us to support the work of our U.S. servicemen and women,” says Rick Davis, president of Building Leaders. “The funds raised and donated to Homes for Our Troops in the coming year will help this organization construct specially-adapted homes for severely-injured service people returning from active service in Iraq and Afghanistan.”

Homes for Our Troops has constructed or remodeled more than 35 homes nationwide since the non-profit organization began in 2004. Each home is built at no cost to the injured serviceperson and is constructed with donated products, land and manpower. Homes for Our Troops has been recognized by the American Institute of Philanthropy for their excellence as one of only five “Top-Rated Veterans and Military Charities” in the organization’s listings.

“The support of caring organizations such as Building Leaders helps us fulfill our goal of creating housing for our brave men and women returning to us after sustaining severe injuries while serving our country,” says John Gonsalves, president and founder of Homes for Our Troops. “We can never do enough to show these people how grateful we are for their service. However, by helping them get reestablished in homes specifically created for their needs, we can assist them in transitioning back to life in the United States with their family. Funds raised this coming year by Building Leaders will help us with our efforts to provide these homes to our deserving service people.”

Available individually, in series topics or as a complete set of 12 CDs, the popular Building Leaders DriveTime Diploma series for sales professionals features Davis providing insights and tips on a variety of sales topics, including:

1. Focus In on the Big Picture

2. The Real Psychology of Selling
3. The Non-Linear Salesperson
4. The Thirty Dollar Haircut
5. Diamonds in the Rough
6. GO For More
7. Aikido Selling
8. Harmonic Resonance
9. The Credibility Balloon
10. The Fallacy of the “Close”
11. Business IS Personal
12. The POWER In YOU

The CDs are available online at [www.buildingleaders.com](http://www.buildingleaders.com) for \$149 for the set of 12 disks, \$39.95 for a series topic, or priced at \$14.95 for individual CDs.

“What’s really exciting to me is that we are double-dipping with the sale of these CDs in 2009,” says Davis. “We’re providing valuable learning tools to sales people while supporting an extremely valuable organization and their incredible efforts on behalf of our servicemen and women.”

For more powerful sales tips and to move your career to the next level, e-mail [rickdavis@buildingleaders.com](mailto:rickdavis@buildingleaders.com). Or call 773-769-4409 and visit [www.buildingleaders.com](http://www.buildingleaders.com). For additional information on donating to Homes for Our Troops, visit [www.homesforourtroops.org](http://www.homesforourtroops.org).

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