

News Release

Contact: Kathy Ziprik
828-890-8065
kziprik@aol.com

Stuff the Sales Stockings: **DriveTime Audio Learning Sales Series**

CHICAGO, IL – Sales people spend untold hours each year driving from one appointment to the next. That wasted time can be turned into sales inspiration and education with the DriveTime Diploma Audio CD Series from Building Leaders.

Rick Davis, author of *Strategic Sales in the Building Industry*, recommends that family, friends and bosses of sales people “stuff the sales stocking” this holiday season with career-boosting CDs. “Sales people love to multi-task,” says Davis, president of Building Leaders. “The DriveTime Diploma series tunes in to their educational needs and desires to strengthen their selling skills. You can’t ask for a more perfect holiday season gift than this series for someone you know who makes a living in the sales arena.”

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

1. **Focus In on the Big Picture** – Reveals the freedom and power salespeople can achieve by accurately setting goals and measuring results. If you don't measure it, you can't control.

2. **The Real Psychology of Selling** – Examines the differences between fear-based selling and growth-based selling, and the traditional sales archetypes of Hard Closer, Friend, Beggar, and Leader.

3. **The Non-Linear Salesperson** - Identifies the steps of the selling process and examines the reality of using them successfully. Breaks down the approach into micro sales and macro sales skills, sharing tips for being strategic in the real world.

4. **The Thirty Dollar Haircut** - Reveals how a clear vision can improve sales dramatically by focusing on the right audience.

5. **Diamonds In The Rough** - Draws on the experience of business leaders that must maximize the value of their scarce resources. Learn how to evaluate untapped opportunities and how, over the long term, potential prospects are often more valuable than existing clients.

6. **GO For More** - Provides a proven formula for building strong client relationships by asking heartfelt questions that reveal significant amounts of information in a very short time.

7. **Aikido Selling** - Teaches that selling is effortless, not forceful.

8. **Harmonic Resonance** - Illustrates how an important scientific theory applies to human interaction and the way to build sales is through heartfelt communications.

9. **The Credibility Balloon** - Demonstrates that credibility is not granted on a business card. Learn to establish credibility only by sharing important knowledge while earning the trust of others.

10. **The Fallacy Of The "Close"** – Shares how to take the best steps to close a sale.

11. **Business IS Personal** - Shows how to read people to improve communications and adapt behaviors to deal with different personality styles.

12. **The POWER In YOU** - Provides a powerful message and inspiration that enables you to perform at your highest level of capability with regularity.

“I’ve heard sales professionals say that this is the #1 gift on their ‘Santa Wish List’ this year,” says Davis. “In our current challenging economic times, it’s critical for sales people to do everything they can to hone their talents. This CD series is a terrific investment in future growth for a sales person.”

The DriveTime Diploma Audio CD Series is available for \$149 for the set of 12 disks, or priced at \$14.95 for each individual disk. CDs may be ordered on-line at www.buildingleaders.com.

Based in Chicago since 1998, Building Leaders, Inc. has distinguished itself as the premier sales and sales management education specialists in the building materials industry. For more information, visit www.buildingleaders.com or call 773-769-4409.

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SPECIAL MEDIA INVITATION:

*** For a free sample CD from the DriveTime Diploma Series, contact Kathy Ziprik at 828-890-8065 or kziprik@aol.com.