

News Release

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Santa's Wish List: **DriveTime Audio Learning Sales Series**

CHICAGO, IL – Sales people nationwide are hoping for one thing this holiday season: they're wishing for Santa to bring them the DriveTime Diploma Audio CD Series from Building Leaders, Inc.

“I spend a lot of time in my sleigh, so I know what it's like to be on the road and want to maximize your time,” says Santa Claus. “I applaud those industrious sales people who want to turn their wasted drive time into sales education time by listening to this series of inspirational CDs. Those are the grown-up boys and girls who are definitely on my “good” list this year!”

Available individually or as a complete set of 12 CDs, the DriveTime Diploma series features Rick Davis, president of Building Leaders, Inc., 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 it.
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 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.

For those sales people not lucky enough to receive the DriveTime Diploma Audio CD Series from Santa, don't despair. The CDs are available for \$149 for the set of 12 disks, or priced at \$14.95 for each individual disks. CDs may be ordered on-line at www.buildingleaders.com.

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

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